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1974 **PVT A** 1984
The Future is Riding on Us!

GOVERNMENT DOCUMENT
COLLECTION

NOV 20 1986

University of Massachusetts
Department of Copy



**ANNUAL
REPORT**

Pioneer Valley Transit Authority

Credits

Edited by	Stephen A. Gazillo
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Cover photo	Langone Studios



Michael Laverdiere
PVTa Advisory Board Chairman

Chairman's Message

In 1984, the Pioneer Valley Transit Authority reached an important milestone. It celebrated its first ten years of service to a diverse and expansive geographic region. This region stretches along the Connecticut River through western Massachusetts, through the urban sprawl of Springfield, Holyoke and Chicopee to the foothills of the Berkshires and the hilltowns of the Amherst/Northampton area.

It was on August 20, 1974, that ten communities voted to establish the PVTa. Today, a total of 23 cities and towns have joined. What began as an idea in the early 1970s – one that had its share of skeptics – has turned into a growing and valuable asset to life in the Pioneer Valley.

Public transportation as we have known it in these ten years calls forth a myriad of images. It is the image of modern and efficient buses gliding through the streets of our urban centers. It is the image of an elderly woman boarding a PVTa van equipped for the disabled, or a college student stepping onto a packed bus with a stack of books.

But PVTa has come to mean much more than these positive pictures. Public transit for large numbers of Pioneer Valley residents means freedom. Freedom to come and go, to be productive and to enjoy the high quality of life that makes western Massachusetts a desirable place to live.

The Pioneer Valley Transit Authority Advisory Board is proud of its role in setting policies and guidelines that will keep our public transit system healthy and affordable to the thousands who take advantage of it. We pledge to continue on our path of progress, making PVTa an important resource to all Pioneer Valley residents.

A handwritten signature in dark ink that reads "Michael Laverdiere". The signature is fluid and cursive, with the first name and last name clearly legible.

Michael Laverdiere
PVTa Advisory Board Chairman

Administrator's Message

The Pioneer Valley Transit Authority represents a mosaic of 23 cities and towns wrapped around the Connecticut River. Established in 1974, it is an organization composed of the Advisory Board; a small staff; four private carriers under contract for transit service; one public agency (U Mass Transit Service); one management company (Springfield Transit Management, Inc.); 21 elderly and handicapped service operators; and four consultants.

This network improves each year, and FY'84 was no exception. With major capital improvements underway, PVRTA demonstrated its versatility and ability by carrying on these programs without hindering efforts to improve its quality employees and service.

FY'84 was above all a year of innovative firsts at the PVRTA. We proposed a daycare facility be added to the 20-bus storage and maintenance facility under design for Northampton. And, after months of planning, we took a bold step with the start of a transportation program designed specifically for disabled individuals under 60 years old.

The Authority continues to grow in size and stature, and continually changes. Some of these changes are highly visible while others are subtle. They are all part of a program to improve transit for the user, the taxpayer and the community in general.

In 1984, we continued our conscious effort to make efficient use of funding from three valuable sources, the Commonwealth of Massachusetts, the Federal Government and the member communities. Our policy has been to save without compromising our programs or employees.

In January, a labor agreement was reached between Springfield Transit Management, Inc. and the Amalgamated Transit Union that is valid through June 30, 1987. The agreement provides long term stability for the Transit Authority, as well as realistic pay increases for ATU members, while retaining all previously negotiated increases.

For the past three years, we have been able to maintain the cost of transit service to local communities and maintain our base fare by increasing ridership and improving our efficiency.

We worked closely with the federal Urban Mass Transportation Administration in formulating our capital projects, and we continue to enjoy an excellent rapport with the Commonwealth's Executive Office of Transportation and Construction.

Our legislators at all levels of government have been proponents of public transit – receptive to our needs when called upon, inquisitive about our service, and responsive to the public's demand for strong support of transit in both Washington and Boston.

With ten years of progress behind us, we now look forward with much enthusiasm toward our next ten years of reliable and quality transit service to the Pioneer Valley.

Robert D. Manz
PVRTA Administrator



Robert D. Manz
Administrator

"The PVRTA Advisory Board went above and beyond the normal course of duty and responsibility in fulfilling the transportation requirements of visitors to the American Crafts Council Craft Fair in West Springfield. The return to the community was a very substantial one in terms of sales, room tax and other taxes. I applaud the PVRTA Advisory Board for taking this unprecedented action in helping Greater Springfield fulfill its potential." Judith A. May, Greater Springfield Chamber of Commerce

The PVTA Advisory Board

The Advisory Board of the Pioneer Valley Transit Authority met monthly throughout Fiscal Year 1984. Once again, its members tackled a variety of tasks aimed at improving public transit in the region.

The chairmanship was assumed by Leonard M. Wagner of West Springfield on July 1, 1983, following the annual election of officers. He was succeeded on July 1, 1984, by Michael L. Laverdiere of Holyoke, who began his second term as chairman. Five committees involving more than a dozen individuals guided the Authority's decisions on finances, personnel and capital projects.

Their decisions included the following: A unanimous vote in December gave PVTA staff the approval to develop an electronic passenger information system in downtown Springfield. Later in the year, the Board debated then approved the start of new service to low-income housing projects in Northampton, and extended service in night in Springfield.

A committee was established to examine ways to control the costs of transportation for elderly and handicapped individuals under PVTA's special transit services.

A new express service received unanimous approval in the spring, as well as did special transit service to aid in the development of convention activities for Greater Springfield.

Important commitments were made to control the cost of public transit to local communities, to once again maintain the 55-cent base fare and to prepare for the future.

As the first ten years of public transit service came to an end, PVTA's Advisory Board emerged as an active and responsive governing body that residents of the Pioneer Valley can be proud of.

as of June 30, 1984

Member

AGAWAM

Katherine Pisano
Acting Town Manager

AMHERST

Barbara Griffith
Chairman, Board of Selectmen

BELCHERTOWN

Joanne Newman
Chairman, Board of Selectmen

CHICOPEE

Richard S. Lak
Mayor

EASTHAMPTON

Fletcher Smith
Chairman, Board of Selectmen

EAST LONGMEADOW

Stanley Brown
Chairman, Board of Selectmen

GRANBY

Robert Farr
Chairman, Board of Selectmen

HADLEY

Donald Pipczynski
Chairman, Board of Selectmen

HAMPDEN

John M. Flynn
Chairman, Board of Selectmen

HOLYOKE

Ernest E. Proulx
Mayor

LEVERETT

Robert Biagi
Chairman, Board of Selectmen

LONGMEADOW

Adolph Jakobek
Chairman, Board of Selectmen

LUDLOW

John B. Randall, Jr.
Chairman, Board of Selectmen

PELHAM

Marilyn Bigelow
Chairman, Board of Selectmen

NORTHAMPTON

David Musante
Mayor

SOUTH HADLEY

Joseph W. Long
Chairman, Board of Selectmen

SPRINGFIELD

Richard E. Neal
Mayor

SUNDERLAND

Paul Hodgkins
Chairman, Board of Selectmen

WARE

Richard L. Jordan
Chairman, Board of Selectmen

WESTFIELD

Michael O'Connell
Mayor

WEST SPRINGFIELD

J. Edward Christian
Chairman, Board of Selectmen

WILBRAHAM

Arthur F. Dionne
Chairman, Board of Selectmen

WILLIAMSBURG

Stephen Berrien
Chairman, Board of Selectmen

Designee

Richard Theroux
Town Clerk

Jim Lindstrom
Director of Administration & Planning

Shirley Dorey
Selectman

Robert Gagnon
Community Development

Stephen R. Manning
Selectman

Frank Hudgik
Selectman

Michael Laverdiere
Principal Planner

James Saloio
Executive Secretary

Clarice Brows Thorp
Town Resident

Marcia Burick
Mayor's Aide

Allen W. Henry
Town Resident

David Moriarty
Planning Director

Janice Pugliano
Town Resident

Leonard Wagner
Town Resident

Richard Phelps
Town Resident

Nancy Hoar
Town Resident

Celebrating the End of a Decade

In just ten years, more than 107,495,112 people have boarded PVTA buses to reach their destination. This would average to more than 200 bus trips for each Pioneer Valley resident. Throughout its first decade, PVTA has attracted riders of all ages, from all walks of life, regardless of social or ethnic identities.

To celebrate this success, PVTA hosted the region's largest birthday party ever on Wednesday, August 22, 1984.

In Amherst, Northampton, Holyoke and Springfield, the streets were lined with children carrying bright blue PVTA balloons. Clowns, mimes and musicians entertained people of all ages.

And bus rides throughout the system were only 10¢. Buttons displayed the magic number of riders in the first ten years, and the new PVTA slogan, "The Future Is Riding On Us!" flashed across PVTA buses everywhere.

More than 1500 helium balloons were distributed to delighted youngsters and toddlers in Springfield alone. Ridership soared 26% due to the 10-cent fares and the excitement generated by the birthday party.

To celebrate more formally and honor those who played a part in the success of the first ten years, PVTA held a Tenth Anniversary Luncheon on Friday, August 24. U.S. Rep. Edward P. Boland, State Transportation Secretary Fred Salvucci, Urban Mass Transportation Administration's Region I representative Denise Duffy, Springfield Mayor Richard Neal, Northampton Mayor David Musante and past PVTA Chairman Jeff Spear were among the invited dignitaries.



Chris Curtis photo



10th Anniversary Dinner. Left to right: Leonard Wagner, PVTA Chairman 1983-'84; Fred Salvucci, State Secretary of Transportation and Construction; Edward Boland, U.S. Representative; PVTA Administrator Robert D. Manz.



Chris Curtie photo

Tenth Anniversary Remarks: Edward P. Boland

"Given the energy realities brought into focus by the twin Middle East oil shocks of the 1970s — realities which in my judgement are irreversible — I do not believe it is possible to generate sustained economic growth in New England without effective mass transit systems. We have experienced growth in our area of Western Massachusetts over the last decade, and the success of the PVTA undeniably played a part in that growth. Companies considering locating or expanding here know the relevant figures on the PVTA — ridership up from 6 million in its first year to 12.5 million last year; budget growth from \$2.5 million in FY76 to \$11.4 million last year; and 206 new buses and vans now owned, as opposed to the collection of aging, leased vehicles with which service began a decade ago. Those figures are a factor in important business decisions, which have been, and are being made, about our communities, and which will affect our economy for decades to come.

"The indices of the PVTA's accomplishment...are proof that the investments made by all levels of government in public transportation have been sound. The need for mass transit will grow in the years to come and I want to assure you that Congressman (Silvio O.) Conte and I will do what we can to insure that the Federal Government remains a helpful partner in meeting that need." Comments by U.S. Rep. Edward P. Boland at PVTA's Tenth Anniversary Luncheon.

PVTA Means Service

As the economy in the Pioneer Valley improved in FY'84, the quality and quantity of bus service also improved. PVTA's efforts to boost ridership, cut costs and improve efficiency enabled the Transit Authority to take the bold step of adding service after a three-year period of reductions.

Negotiations with the Bank of Boston produced the start of 15-minute express service between Holyoke and Springfield – the first service of its kind in the history of commuter travel between the two urban centers.

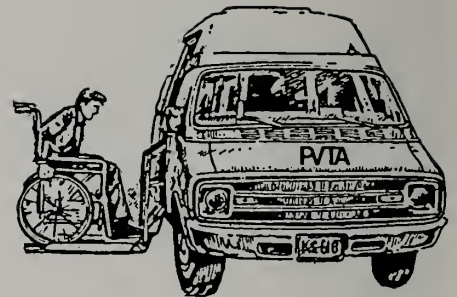
A request for more evening service in Springfield led to expanded weeknight and Saturday service along four key routes, including Route 107 serving State Street and Boston Road, Route 102 serving Carew Street and East Springfield, Route 113 serving Maple Street and Route 115 serving Worthington Street.

In Northampton, concern for low-income families living on the periphery of urban activity without public transportation prompted city officials to take action. By the end of the fiscal year, PVTA and the city established a new bus route to the Florence Heights housing project. While only a trial service, operations during its first months showed ridership demand to be greater than anticipated.

But perhaps nowhere was the addition of service more apparent than with disabled individuals. In January, after months of preparation, the Transit Demonstration Project for disabled persons was launched in the Amherst/Northampton area, and a month later in the Greater Springfield area. The project was designed to provide transit to the workplace for disabled persons under 60 years old.

PVTA also operated an array of special services in 1984, including transportation to the 12-day fair known as the Big E, service to hotels for buyers at the American Crafts Council Craftfair, and free bus service on Sundays for Christmas shoppers.

Again, colleges and universities were a strong part of PVTA's programs. Westfield State College entered its third year of student-supported transit, and Five College Inc. in the Amherst/Northampton area turned more of its transportation program over to the Transit Authority.



"Unless you know what it's like to be home and not to be able to go somewhere because you're handicapped, then you don't know what this service means." Carolina Salvetti, discussing the Transit Demonstration Project in the Transcript-Telegram.



Launching new service to Florence Heights. Left to right: David Musante, Mayor of Northampton; Carmen Loud, Florence Heights Tenants Assoc., and daughter Jackie; PVTA Administrator Robert D. Manz.



"Renovation of the Springfield Transit Facility will enable PVTA to meet the region's transit needs through the year 2000 and beyond." – PVTA Administrator Robert D. Manz.

Building for Today and Tomorrow

For every dollar spent on transit capital improvement projects, more than double is invested in related construction and services, thereby creating jobs and benefitting the entire local economy.

In 1984, PVTA captured the lead amongst regional transit authorities in New England as it undertook a capital improvement program that would pump millions of dollars into the Greater Springfield economy.

Three major projects were either completed or underway by year's end. The largest project began in December, 1983, when a host of guests, including outgoing Springfield Mayor Theodore E. Dimauro, Federal Urban Mass Transportation Administration's regional director, Richard Doyle, as well as PVTA Advisory Board members and guests, initiated renovation of the Springfield Transit Facility.

The first phase of this project cost \$1.8 million and includes construction of a new service building, complete renovation of the storage garage and conversion of existing space to a body shop.

As that renovation accelerated, another major project reached an end. By mid-1984, PVTA had completed installation of air conditioning units on all 125 of its RTS buses. This project is expected to save \$2 million in maintenance and fuel during the next ten years.

To upgrade its fleet without taking on the burdensome cost of new transit vehicles, PVTA began an extensive program to rebuild 18 of its 1964-68 GMC buses, each at a cost of approximately \$70,000. This is less than half the price tag of a new bus.

Plans to build a 20-bus garage in Northampton advanced to the final stages in 1984, with groundbreaking expected in the spring of 1985. The new garage will include a daycare facility for 18-20 infants and toddlers, thereby marking a first in the transit industry.

While work continued outside, a new computerized Management Information System was put in place that is capable of maintenance materials management, financial management, scheduling and runcutting, payroll, transit performance analysis and dispatching for paratransit operations.





How To Get Around Town.

Marketing Our Message: *"Ride the Bus, Every Day...."*

PVTA's marketing program reached all-time levels of quality and performance in 1984. In the spring, radios and televisions up and down the valley hummed with a new PVTA jingle, "Ride the bus, every day, call 781-PVTA."


A first-ever direct-mail promotion to residents of the Forest Park section of Springfield, designed to promote PVTA's Route 101 Sumner/Allen bus, led to a 50-passenger per day increase in ridership on that line.

And behind the scenes, through the PVTA newsletter "In Transit", drivers were constantly reminded of their "frontline" position as public relations representatives of the state's largest regional transit authority.

With billboards, print ads, bus signs, radio spots, television commercials, balloons, counter displays, brochures, slogans and promotional campaigns, PVTA successfully carried its message to a growing and receptive audience.

And finally, it received recognition.

In April, the Transit Authority in association with Fentin Advertising won first prize in regional competition from the Advertising Club of Western Mass. for the television ad, "The Way To go To Work".



**Bus Off To
The Big E—
Sept. 12-23!**

Save parking hassles, plus save \$1.00 off your Big E ticket when you take PVTa's Big E Express.



Chris Curtiss photo



PVTa

107,495,112

1974 **PVTa** THE FUTURE IS RIDING ON US! **PVTa** 1984

Chris Curtiss photo

How To Get Around Town: Call 781-PVTA

1984 was the year PVTA explored new avenues to provide accurate information to an inquisitive and time-sensitive public.

The Telephone Information Center staff, in addition to fielding hundreds of calls daily, entered the high tech world as they set out to implement a computerized electronic passenger information system. The system will display timely schedule information on giant 25-inch monitors placed at strategic locations in Springfield. Already, Steiger's Department Store and Baystate West have agreed to display monitors in their stores or shopping areas.

Providing out-of-town visitors with transit information also became a priority as Springfield's convention activities grew. PVTA introduced a counter display for area hotels, and sent out members of its Information Center staff to train hotel clerks how to provide transit information.

A new map was published, as well as a VIP bus pass for special guests. The staff also spent time at colleges and manufacturing companies, spreading the word about transit service and answering questions about bus travel.



PVTA Information Center Staff. Standing, left to right: Carol Hess; Mary Commisso, Supervisor; Kay Lanzetta and Mari Burns. Seated, Chris Young.



"We receive thousands of calls each year from people who are stranded in the snow or bad weather and have no other means of travel. It's a relief when they learn we can help, and it's heartening to hear them tell us, 'Thank God you're there.'"

*Mary Commisso,
Telephone Information Center Supervisor.*



Safety is a Priority

PVTA carried forward an unassailable safety record in 1984, and once again received recognition from the Western Mass. Safety Council and the American Public Transit Association.

More than 70 drivers were honored for their safety record at the annual PVTA Safety Brunch held at the Holiday Inn in Holyoke. One driver, James Kennedy of Belchertown, was honored for completing 36 years of safe driving without an accident.

The Third Annual Bus Rodeo drew more than 40 drivers to safety and driving skills competition held at the University of Massachusetts. For the second year in a row, Truman Easton of Springfield Transit Management, Inc. was the winner.

The year marked the first time PVTA sponsored a Media Rodeo, as reporters from two local newspapers and a television station drove a 35-foot RTS bus through a portion of the difficult obstacle course. The objective was to familiarize them with the job of bus drivers.

To improve its service to blind passengers, PVTA and the Mass. Association for the Blind unveiled the area's first bus schedules written in braille. Drivers also attended a series of classes designed to familiarize them with the experience of blind passengers.



"The moral of my tale is this: be nice to bus drivers. They deserve it."
Deborah McDermott of the Daily Hampshire Gazette summing up her experience driving a PVTA bus in the Annual Bus Rodeo.

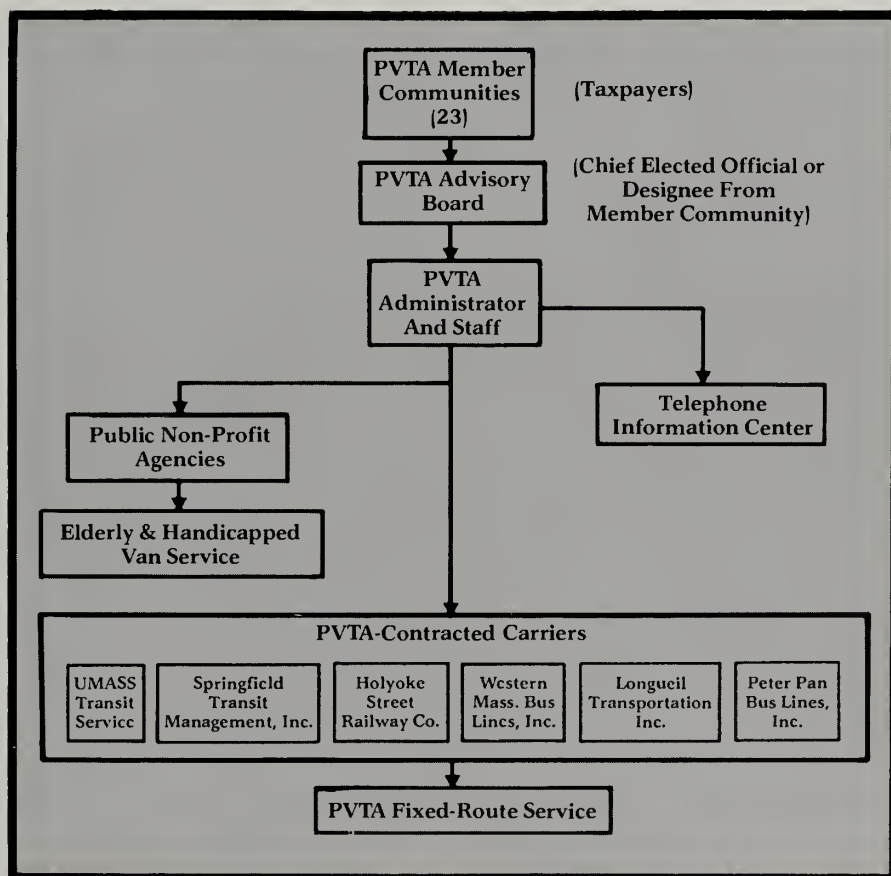
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Cynthia D. Tillson
Executive Assistant



Mary Comisso
Information Supervisor



FY 1984 Budget

Account #	Title	Amount
GENERAL ADMINISTRATION		\$293,460
Personnel		\$155,960
Office & Travel		\$43,500
503.990	Copying & Printing	1,000
504.991	Equipment & Maintenance	2,500
504.992	Supplies	2,000
505.020	Telephone & Postage	8,500
509.011	Registration	1,000
509.012	Memberships	1,000
509.021	Travel In-State	2,000
509.022	Travel Out-Of-State	2,000
509.080	Advertising	4,000
512.120	Rental & Janitorial	19,500
Consulting Services		\$94,000
503.031	Legal	13,000
503.032	Accounting	- 0 -
503.033	Planning & Other	21,000
503.034	Marketing	60,000
DIRECT ADMINISTRATION		\$741,450
503.035	Project FARE	\$19,300
503.036	Auditing	31,500
503.050	Shelter Maintenance	12,000
506.030	Insurance	175,000
511.010	Capital Debt Service	128,650
511.020	Interest - Temporary Borrowing	375,000
SUBSIDY AGREEMENTS		\$6,296,805
TOTAL BUDGET		\$7,331,715

Balance Sheet

Balance Sheet at June 30, 1984

ASSETS	Authority Operations	Capital Grants
Current Assets		
Cash and short-term investments	\$ 1,069,283	\$ 503,778
Accounts receivable:		
Federal	981,491	689,725
Commonwealth of Massachusetts	5,734,417	96,047
Interest	2,609	2,083
Other	81,942	- 0 -
Due from operating grants	- 0 -	1,040,895
Prepaid expenses	47,454	- 0 -
Total	<u>\$ 7,917,196</u>	<u>\$ 2,332,528</u>
Property, Plant and Equipment - Net		15,110,281
Bond Costs		7,878
Total Assets	<u><u>\$ 7,917,196</u></u>	<u><u>\$ 17,450,687</u></u>
LIABILITIES AND EQUITY		
Current Liabilities		
Accounts payable	\$ 130,051	\$ 625,436
Due Capital Grants	1,040,895	
Revenue anticipation notes	6,000,000	
Accrued interest	334,871	28,979
Accrual for insurance claims	402,456	
Accrued payroll and related withholdings	8,923	
Payable to the University of Massachusetts		24,558
Transportation bonds		1,625,000
Bond anticipation notes		
Total	<u>\$ 7,917,196</u>	<u>\$ 2,303,973</u>
Equity - Contributed Capital	-	15,146,714
Total Liabilities and Equity	<u><u>\$ 7,917,196</u></u>	<u><u>\$ 17,450,687</u></u>

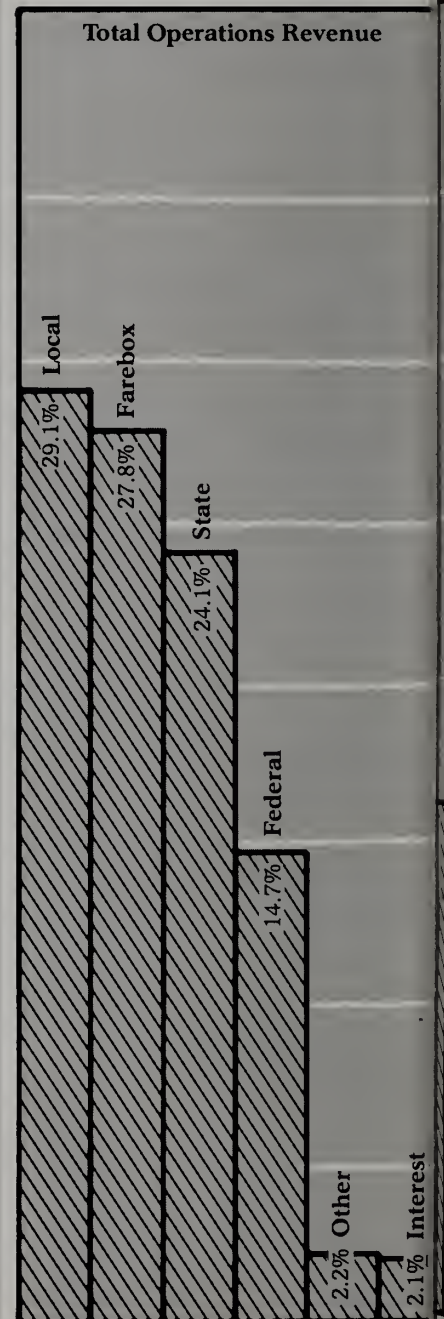


State awards \$3,604,500 to PVTA. Left to right: Fred Salvucci, State Secretary of Transportation and Construction; State Rep. Robert Howarth; Springfield City Councilor Rose Marie Coughlin; PVTA Administrator Robert D. Manz.

Statement of Revenue, Expenditures and Transit Operation Support

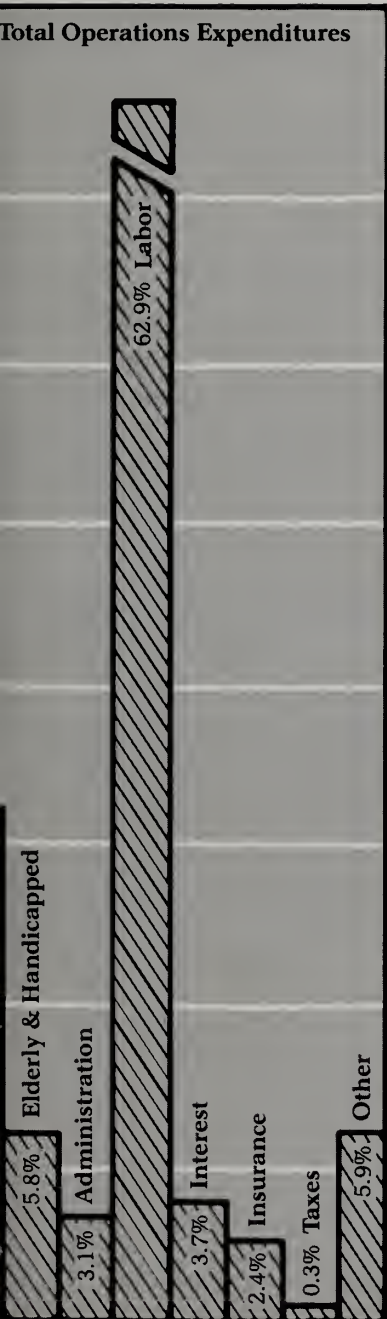
For the Year Ended June 30, 1984

	Authority Operations	Transit Operations
Revenue		
Passenger	- 0 -	\$ 2,996,672
Advertising	- 0 -	64,145
Interest	\$ 212,053	17,621
Miscellaneous	292	165,692
Total	\$ 212,345	\$ 3,244,130
Expenditures		
Personnel	\$ 162,755	\$ 6,771,567
Professional Services	128,291	132,335
Materials	5,516	1,714,892
Utilities	8,022	177,319
Insurance	13,745	250,696
Taxes	- 0 -	36,027
Elderly and Handicap Services	- 0 -	628,793
Miscellaneous	11,550	96,329
Interest	391,538	6,213
Lease and Rent	19,360	17,051
Compensation to Carriers	- 0 -	196,454
Total	\$ 740,777	\$ 10,027,676
Net Cost of Service	\$ 528,432	\$ 6,783,546
Federal Assistance	1,579,792	
State Assistance	2,599,550	
Local Assistance	3,132,636	
Authority Assistance	(6,783,546)	6,783,546
General Operating Fund Balance	\$ - 0 -	\$ - 0 -



Capital Expenditures

As of June 30, 1984



	Total Authorized	Total Expended	Balance
Buses	\$ 20,214,341	\$ 17,521,900	\$ 2,692,441
A/C Retrofits	818,000	545,123	272,877
Passenger Shelters	372,211	340,205	32,006
Passenger vans	1,066,301	740,451	325,850
Bus stop signs	92,165	68,338	23,827
Automobile	154,394	94,131	60,263
Radio equipment	653,688	654,056	(368)
Counters	11,829	11,829	- 0 -
Parts	167,887	168,880	(993)
Bus washer and hoist	247,414	217,518	29,896
Tires	93,929	93,929	- 0 -
Planning	107,500	33,406	74,094
Information centers	173,600	19,013	154,587
Vaults and fareboxes	728,410	569,445	158,965
Equipment	218,073	38,633	179,440
Renovations	23,974	25,269	(1,295)
Land, building & fixtures	4,254,370	2,743,591	1,510,779
Management Information System	362,500	267,275	95,225
Contingency	215,030	- 0 -	215,030
Total	\$29,975,616	\$24,152,992	\$ 5,822,624
Funding			
Federal	\$ 23,980,492	\$ 19,322,394	
State	2,997,562	2,415,299	
Local	2,997,562	2,415,299	
Total	\$29,975,616	\$24,152,992	

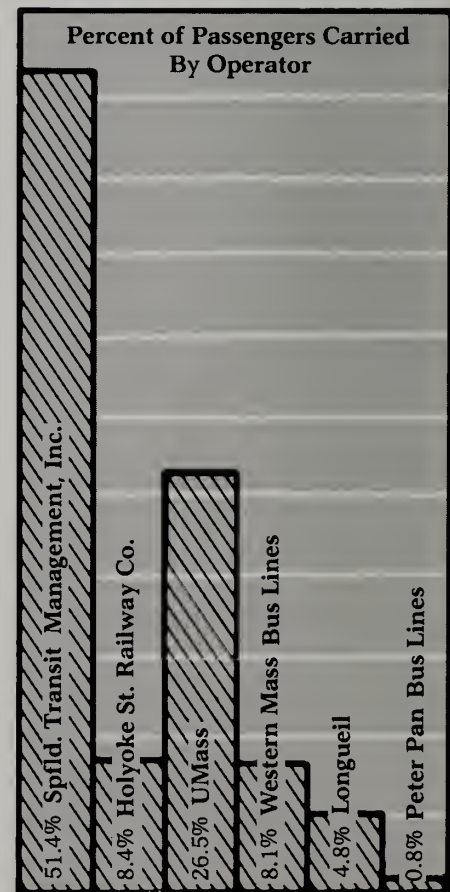
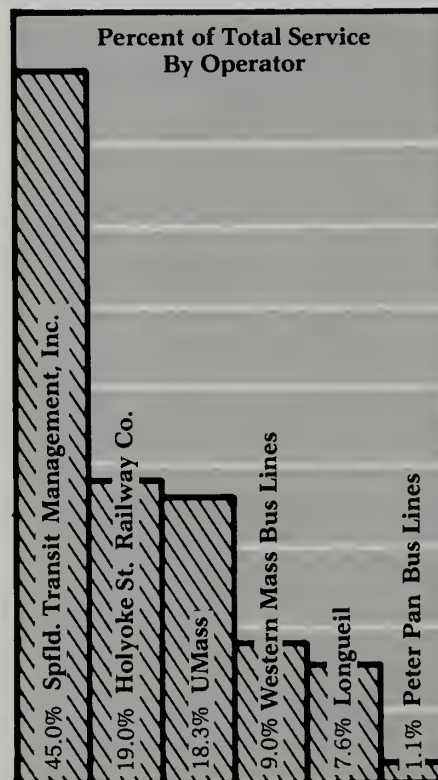
Operator Subsidies

For the Year Ended June 30, 1984

	Projected Net Subsidy	Passenger Revenue	Passengers	Miles
Springfield Transit Management	\$3,306,068	\$2,139,002	6,413,106	1,898,426
Holyoke Street Railway Co.	\$ 980,037	\$ 475,823	1,054,715	800,940
UMass Transit Service	\$ 871,728	- 0 -	3,304,055	771,139
Longueil Transportation Co.	\$ 375,260	\$ 224,867	600,185	326,420
Western Mass. Bus Lines	\$ 528,988	\$ 112,558	1,014,818	380,220
Peter Pan Bus Lines	\$ 37,267	\$ 44,422	99,117	45,381
TOTAL	\$6,099,348	\$2,996,672	12,485,996	4,222,526

Passengers per mile:

3.38	Springfield Transit Management	1.84	Longueil Transportation Co.
1.32	Holyoke Street Railway Co.	2.67	Western Mass. Bus Lines
4.28	UMass Transit Service	2.18	Peter Pan Bus Lines

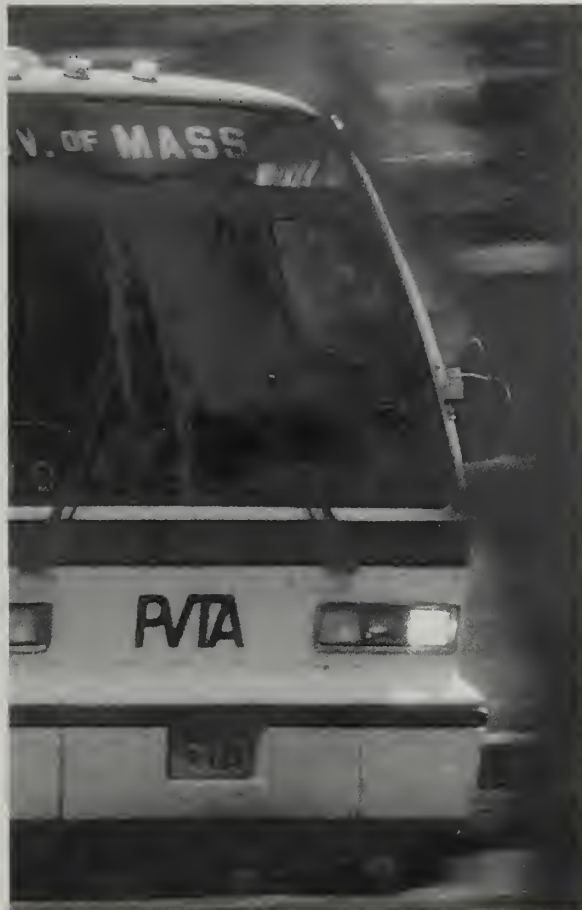


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PVTA Annual Report 1985



PVTA Annual Report 1985



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A Letter from the Chairman



The success of fiscal year 1985 is unparalleled in the history of public transit service in Western Massachusetts.

Ridership aboard Pioneer Valley Transit Authority buses reached its highest level ever. Service improvements were implemented throughout the 23-community system. An innovative program for disabled persons under 60 years of age was established on a permanent basis, and a multi-million dollar capital improvement program moved closer to completion. New vans were added to special transit service agencies, and college programs were expanded.

Our funding levels remained stable and we entered our fifth year of the 55¢ base fare.

The year began with a celebration marking PVTA's tenth birthday in August, 1984. A 10¢ fare for one day was sponsored throughout the region and transit enthusiasts of all ages took part in the celebration in Hampden and Hampshire counties.

The PVTA Advisory Board is proud of the authority's achievements in FY '85. At the beginning of this decade, the board established long-range goals to improve efficiency, reduce costs where possible and increase ridership. Today,

we are carrying more passengers than at any time in the past and yet we are operating 16% fewer service miles than in 1980.

In the coming months, we will concentrate on finishing the projects we've started, and on doubling our efforts to attract new riders in our urban centers. In cities like Springfield, Holyoke and Chicopee, where revitalization programs are helping to expand the downtown workforce, transit service looms as one of the best options to help solve potential parking and traffic problems.

We look to the future with optimism, confident that we have built the foundation of a strong transit system that meets the differing needs of our region's population.

Michael Laverdiere,
Chairman, FY '85

A Letter from the Administrator



Fiscal year 1985 ranks among the best in the 11-year history of the Pioneer Valley Transit Authority, and culminates a difficult period of adjustment and change in our public transit system.

Five years ago, the PVTa faced tough policy questions, important decisions concerning its capital programs and controversial issues involving labor costs, inefficiencies in operations and how to implement budget reductions.

Since that time, we have been successful in improving nearly every aspect of our operations, in carrying out a massive capital improvement plan and in grappling with the spiraling cost of labor.

Overall, 1985 proved to be one of our best in terms of increasing ridership and revenue without the burdensome expense of additional service miles.

Particularly noteworthy also was the progress in construction work at the Springfield Transit Facility, where Phase I of a \$4 million renovation project came to an end and Phase II began. We added a new service building, restored the storage garage and opened a new body shop, painting area and diagnostic center. In May, we began Phase II of the project, which we expect will be complete by early spring, 1986.

Most important, our work was carried out without interrupting service in the Springfield area.

I am pleased also to report that we were successful in establishing, on a permanent basis, door-to-door service for work trips for the disabled population under 60 years of age. And with the approval of the student body at Holyoke Community College, we began planning a new era of transit service in the Greater Holyoke area. College students there have agreed to pay \$10 per semester in exchange for unlimited transit service along ten PVTa bus routes.

In Northampton, plans moved ahead for construction of a new facility in the Industrial Park, and a new route for low-income residents was started.

Transit proponents won a major victory in Hadley when residents of that town voted overwhelmingly to remain a member of the transit authority.

We continued our role as innovators, establishing the region's first electronic passenger information system. Two 25-inch color monitors displaying up-to-the minute transit information were installed in the display window of Steiger's department store in downtown Springfield. More of the computer-operated systems will be installed in the downtown corridor in the next year.

We continued to improve our service to the community by expanding the information office through the use of part time employees and adding an assistant financial officer.

In the coming year, we will face new challenges, as once again the federal government is planning a reduction in transit funding. With the continued help and support of our legislators, the PVTa can meet this challenge without disrupting our transit service and without inconveniencing our passengers.

We look forward to another successful year, when most of our capital improvement projects are completed and we can concentrate more fully on the people who make transit our business.

Robert D. Manz

Robert D. Manz,
Administrator

We're Not Just A Bus Company . . .



A recent visitor to Western Massachusetts commented that she had never seen as many clean and attractive buses.

"I live in a big city and use public transportation nearly every day," she said. "I haven't always associated the bus with something positive. When I came here for the first time, I was startled. You're lucky to have such a good system."

The visitor, however, noted that she did not really understand who operates the PVTA or how the system is organized. To satisfy her interest, she called a PVTA employee, who quickly explained.

"People always think of us as the BUS COMPANY," he said. "I think it's more accurate to say we're the transportation alternative in the Pioneer Valley." He went on to talk specifics.

"We began in 1974, when ten communities voted to form a regional transit authority. Today, 23 communities have joined the PVTA system, which stretches over much of Hampden and Hampshire counties.

"Massachusetts law requires that private companies actually operate the vehicles for the PVTA. It's basically a contract system. In our case, we've hired six locally-owned companies to drive our buses. We also have contracts with local Councils on Aging and other agencies to provide transportation for the elderly and disabled. PVTA owns the vehicles and in many cases, the garages they are stored in."

"So what is the role of the PVTA?," the visitor asked.

"I think you have to first understand that we're a representative system," the employee said. "Each community that's a member of the PVTA has a representative on the Advisory Board. The Board sets basic policies, determines the fare that should be charged and how much service should be provided.

"The first priority is to make sure public transportation is a viable and thriving alternative in the Pioneer Valley. But the board must at the same time be concerned with costs, as local taxpayers want to know how their money is being spent. It's a delicate balance that the board must always struggle with.

"The PVTA staff," he added, "is hired to carry out those policies. Under the Administrator's



direction, the staff spends a good deal of time planning the system, overseeing the contractor's operations, providing information to the public about schedules and service, and promoting the service to the general public. Our financial department monitors funding and works to insure that the Authority is financially solvent."

"So the PVRTA really isn't a bus company?" the visitor asked.

"Well, if that's the image people have of us, we don't mind," the employee said. "We like to think of ourselves as a business. But we can also provide a forum for the general public to act as shareholders in the company, because in reality they are. We want to make sure that our public transit service is the best it can be, and that our shareholders are able to realize a return on their investment."

"How is it that you've been so successful, and that your transit system seems to be thriving at a time when the federal government is cutting its funding of public transportation?" the visitor finally asked.

"I think we've been successful because we place people as our top priority, and because public transit service contributes to a better quality of life. The more we work to improve the transit system, the more area residents realize the benefits through the environment they live in," the employee said. "We're managing to do well in times of reduced funding because we're behaving like a business, and because our congressmen have realized that public transit is a necessity," he concluded.

A new van was awarded to the Chicopee Council on Aging in a special ceremony at Chicopee City Hall. From left to right, Chicopee COA Chairman Betty O'Connell, Mayor Richard Lak, PVRTA Advisory Board Chairman Michael Laverdiere, and Chicopee COA Executive Director Shelley Modell.



Our Customers Are People On The Move

Transit service in western Massachusetts remained people-oriented in fiscal year 1985. On a typical day, more than 50,000 people boarded a PVTA bus to work, to school, to shop, to visit friends, to keep an appointment or to return home after a long eventful day.

Typical riders were young and old, lawyers and machinists, mothers and daughters, and retired school teachers. Some riders had two cars in their household, while others had none.

In nearly all major urban centers of the Pioneer Valley, transit ridership grew. The region's economy was showing symptoms of good health. Surprisingly, factors that might adversely affect transit use showed no signs of impeding PVTA's growth. Local car dealers reported increasing sales as interest rates dropped. News accounts told of lower and lower gas prices. Yet PVTA vehicles remained ubiquitous, and more people than ever before rode the 12-ton blue and white buses to destinations throughout the valley.

Total ridership topped 12.8 million—the highest level in PVTA's 11-year history and nearly 200,000 more passengers than the previous high set in 1980. The news was particularly positive, given that PVTA operated 16% fewer service miles than it did five years ago.

But in keeping with its role as public service provider, PVTA did take steps to expand transit service to areas where disadvantaged families seemed unaffected by the region's economic upturn. One such area was Florence Heights, a low-income housing complex on the outskirts of the City of Northampton, where more than fifty families lived in isolation, without public transit service.

With support from Northampton Mayor David Musante, private contributions, local social service agencies, the Department of Public Welfare (which had moved its office), and the PVTA, a new bus route was established connecting the housing complex to vital services and urban activities. Transit infused new life and hope to an area long in need of positive changes. The route was operated on a no-fare basis, as the City agreed to pay a significant portion of the cost in order to improve social conditions for Florence Heights residents. In the first year, Route 706 buses carried more than 145,000 passengers, a clear indication that PVTA had made the right choice.

Elsewhere, PVTA's express service between Holyoke and Springfield continued to attract commuters. Wherever public transit service was needed, PVTA was responsive. It continued to provide special transit service to the Eastern States Exposition and the ACC Craftfair. During the special dedication activities for Springfield's new Basketball Hall of Fame in June, PVTA operated a loop service free of charge to the public. And at Christmas time, there was transit service on Sundays to the area's major shopping centers.



Hampden County Housing Court Judge Edward Peck (right) is just one of the many transit users in the Pioneer Valley.

We're Investing In The Future. Today.



Proposed bus shelter for historic Court Square, Springfield, part of PVTA's contribution to a revitalized downtown.

Construction work at the Springfield Transit Facility dominated capital improvement activities in fiscal year 1985. Rehabilitation of the former Springfield Street Railway Co. garage remained the cornerstone of PVTA's efforts to establish a well-maintained, efficient transit operation in the Greater Springfield area.

Investment in the turn of the century facility—once used for electric streetcars and horsedrawn trolleys—will total more than \$4 million when the two-phase project is complete in early 1986. During the first phase, the 94,000 square-foot storage facility was refurbished, a new fuel and bus wash building constructed and a new body shop, paint area and diagnostic center completed. Work was carried out by Fontaine Brothers of Springfield.

A combined dedication and groundbreaking ceremony was held in May, when local dignitaries, employees and their families visited the site and officiated at the start of Phase II construction activities. Springfield Mayor Richard E. Neal, commenting on the ceremony, termed it a "rare privilege" to dedicate a new facility and hold a groundbreaking ceremony on the same day.

Despite the enormity of the Springfield Transit Facility project, PVTA's program of improvements stretched to all corners of the transit district.

New vans were purchased and delivered to para-transit agencies across the region. Chicopee, Holyoke, Amherst, Northampton, Easthampton and Springfield were among the communities to receive one of the 15 1985 Ford wheelchair-lift equipped vehicles.

In Northampton, U.S. Rep. Silvio O. Conte announced the awarding of a \$1.05 million federal grant to finance 80% of construction costs for the proposed Northampton Transit Facility. There was more excitement when PVTA later announced the new garage would house one of the nation's first public day care centers in a transit-oriented complex. Once stumbling blocks over land purchase were resolved, Juster Pope Associates undertook final design. A groundbreaking was set for Fall, 1985.

Dedicating Phase I, PVTA Springfield Transit Facility: left to right, PVTA Administrator Robert D. Manz; PVTA Advisory Board Chairman Michael Laverdiere; State Representative Athan "Soco" Catjakis; Thomas Foley, aid to U.S. Rep. Edward P. Boland; Springfield Mayor Richard E. Neal; kneeling, Benedict Grabierz, PVTA Superintendent of Maintenance; Springfield City Councilor William Foley; federal Region I Civil Rights Director Rosemarie Esquivel; Springfield City Councilor Mary Montori.





*Northampton Grant Award
 Left to right: Robert D. Manz,
 PVTA Administrator; Richard
 Doyle, Region I Administrator,
 UMTA; U.S. Rep. Silvio O.
 Conte; Northampton Mayor
 David Musante; PVTA Chair-
 man Michael Laverdiere*



Advertising and Promotions Pay Off!



A successful tenth anniversary promotion started a year of firsts for PVT's growing marketing program. A 10¢ ride day commemorating ten years of public transit service to the Pioneer Valley drew a 26% increase in ridership for an average August day.

In October, PVT and the Burger King Corp. co-sponsored a promotion to increase token sales and improve sales of the fast food chain's breakfast sandwiches. The result? A near 40% increase in token sales over the previous year and a reported improvement in sales of the "Croissan'wich".

But it was the attention-grabbing "Ride the Bus April Sweepstakes" that brought PVT into the limelight both locally and nationally as it became one of the first public transit authorities to sponsor a grand prize sweepstakes promotion to the general public.

Seven participating local companies, including U.S. Air, Central Travel Bureau, the Marriott, Abdow's restaurants, Steiger's, Del Padre Entertainment centers and Showcase Cinemas sponsored prizes and served as distribution outlets

for entry coupons. Entry in the contest was free of charge and could be done by depositing the coupons in the farebox or mailing them to the PVT office.

The first-ever transit sweepstakes drew more than 15,400 entrants and contributed to a 4-6% ridership increase in the month of April. The winner of the Grand Prize expense-paid trip to Orlando, Florida was Robin Doyle, a former Springfield hairdresser and mother of two who frequently rides the St. James Avenue bus.

Planning for the future and seeking new ways to segment its markets, PVT and the Pioneer Valley Planning Commission undertook a comprehensive survey of transit and non-transit users. The results of the marketing survey will be used to help plan future marketing efforts.



Ramon Castro is congratulated by PVT Advisory Board Chairman Michael Laverdiere, for having finished first in PVT's annual bus rodeo. Castro competed in the international bus rodeo in Los Angeles.



*Santa's helper Gabriel Santanello,
was given the administrator's
award as employee of the year.*

We Make Getting To School Easier By Bus

Western Massachusetts can boast of having one of the richest academic environments in the country. A total of 11 distinguished colleges and one major university are located in the valley.

Every one of the region's colleges are served by public transit, and more than half participate in some way in a transit program with the PVTA.

In FY '85, Holyoke Community College became the seventh school to actively support a college transit program. The school adopted a program allowing students to ride 10 transit routes using their student id card. All full-time students pay a small fee each semester for the privilege of unlimited ridership on PVTA buses serving the school. The program was modeled after a highly successful one at Westfield State College, which enjoyed its third year of student-supported transit service.

In PVTA's northern district, the UMass Transit system continued to serve an ever-expanding student population. Approximately 3.4 million passengers boarded buses in one of the nation's only no-fare, off-campus public transit systems in FY '85, an increase of about 90,000 users over the previous year.

College students are not the only ones to use the transit system. In the Greater Springfield area, hundreds of eligible high school and elementary level students take advantage of school bus tokens providing transit rides at reduced cost during school hours.

Plans are now underway for a comprehensive educational program to introduce bus service to students in classrooms throughout the Pioneer Valley. Such topics as safety, courtesy, how to use schedules and an introduction to PVTA operations will be covered. The cycle in future years will be complete when PVTA's youngest group of transit users become college students.



Sometimes Caring Means Starting Something New

Since its inception in 1974, PVTA has become synonymous with providing public transit service to all segments of the region's population. In 1985, as debate across the country intensified over the best means of serving one particular segment, the disabled, PVTA moved into the vanguard when it became one of the first transit authorities to create a program dedicated to disabled persons under 60 years of age who are able to make long term reservations.

The program, now known as the "Under-60 Special Services" project, serves the region's younger disabled population, providing door-to-door van service to places of employment, educational and medical facilities and recreational activities.

1985 was the year the PVTA Advisory Board, after months of study, debate and meetings, voted unanimously to establish the program on a permanent basis. A committee led by board member Shirley Dorey of Belchertown attended public meetings and heard first hand the plights of dozens of disabled persons in Springfield, Northampton and Amherst. The outpouring of support for the special transportation was overwhelming. The message: "Without PVTA's special transportation program, I would have no means of getting to work," users said.

The program drew attention from high places. "Transportation for disabled persons, particularly those under 60 years of age, is not adequate in many areas of the Commonwealth," wrote Governor Michael S. Dukakis. "I hope that more transit agencies will conduct the type of self-examination of services which led to your initiation of this project. . . Congratulations on implementing this much needed service."

In the Amherst-Northampton area, more than 350 trips are counted each month, while Springfield records more than 325.

Elsewhere, PVTA continued to oversee van service for the elderly, and a cost containment committee was formed to examine ways of slowing the trend of increased budget outlays for special van service.



Carolina Salvetti, a Springfield School Department employee, relies on the "Under-60 Special Services" program for daily rides to work.

When You Need To Know In A Hurry. Dial 781-PVTA!



Langone Studios

Fielding an average of 550 phone calls per day, the PVTA Information Center staff is the lifeline of the transit authority's extensive information network. In addition, hundreds of customers each month visit the downtown Springfield office, seeking maps, schedules and fare information from a trained staff of six persons and a department manager. Plans are to continue marketing the information number, 781-PVTA (781-7882), as the transit authority seeks to expand its information services.

Meanwhile, Steiger's Department store in downtown Springfield became the first location in western Massachusetts to display bus schedule information using PVTA's computerized customer information system (CIS). The CIS drew attention from near and far. Waiting passengers at the Steiger's stop were quickly "spoiled" by the convenience of the 25-inch color monitors, which display up-to-the minute schedule information throughout the day, as well as advertisements for the store. Other CIS displays are planned for Baystate West and Morse Shoe store, also in Springfield.



Cynthia D. Landers, Financial Officer



Marlene B. Connor, Executive Assistant



Kevin J. Lebo, Assistant Financial Officer



Karen Moynihan, Executive Secretary

PVTA Advisory Board as of June 30, 1985



*Jim Lindstrom, PVTA Advisory
Board Chairman, 1986*

PVTA Staff



*Stephen A. Gazillo, Director of
Marketing and Public Relations*



*Mary Commisso, Information
Supervisor*

Member

AGAWAM

Reid Charles, Town Manager

AMHERST

Barbara K. Griffith, Chairman, Board of
Selectmen

BELCHERTOWN

Bernard R. Kubiak, Chairman, Board of
Selectmen

CHICOPEE

Richard S. Lak, Mayor

EASTHAMPTON

Paul V. Parker, Chairman, Board of
Selectmen

EAST LONGMEADOW

Stephen R. Manning, Chairman, Board of
Selectmen

GRANBY

Robert Farr, Chairman, Board of Selectmen

HADLEY

Harry Barstow, Chairman, Board of
Selectmen

HAMPDEN

Judith R. Hanmer, Chairman, Board of
Selectmen

HOLYOKE

Ernest Proulx, Mayor

LEVERETT

Robert Biagi, Chairman, Board of Selectmen

LONGMEADOW

Jeffrey W. Roberts, Chairman, Board of
Selectmen

LUDLOW

William Cabral, Chairman, Board of
Selectmen

NORTHAMPTON

David Musante, Mayor

PELHAM

Marilyn Bigelow, Chairman, Board of
Selectmen

SOUTH HADLEY

Joseph W. Long, Chairman, Board of
Selectmen

SPRINGFIELD

Richard E. Neal, Mayor

SUNDERLAND

Paul Korpita, Chairman, Board of Selectmen

WARE

Richard L. Jordan, Chairman, Board of
Selectmen

WESTFIELD

Charles Medeiros, Acting Mayor

WEST SPRINGFIELD

James P. Russell, Chairman, Board of
Selectmen

WILBRAHAM

Arthur F. Dionne, Chairman, Board of
Selectmen

WILLIAMSBURG

Stephen Berrien, Chairman, Board of
Selectmen

Designee

Richard Theroux, Town Clerk

James Lindstrom, Director, Administration
& Planning

Shirley Dorey, Selectman

Robert Gagnon, Community Development

Robert Ouellette, Town Resident

Frank Hudgik, Selectman

Michael Laverdiere, Principal Planner

Richard J. Carey, Selectman

James Saloio, Executive Secretary

Marcia Burick, Mayor's Assistant

Clarice Brows Thorp, Town Resident

Allen W. Henry, Town Resident

David Moriarty, Planning Director

Richard Bump, Selectman

Janice Pugliano, Town Resident

Dennis J. Miles, Town Resident

Richard Phelps, Town Resident

Peter J. Klejna, Town Resident

FY 1985 Budget

Account #	Title	Amount
<u>GENERAL ADMINISTRATION</u>		<u>\$353,707</u>
Personnel		\$172,507
Office & Travel		\$44,700
503.990	Copying & Printing	1,000
504.991	Equipment & Maintenance	2,000
504.992	Supplies	3,000
505.020	Telephone & Postage	9,200
509.011	Registration	1,000
509.012	Memberships	1,000
509.021	Travel In-State	1,500
509.022	Travel Out-Of-State	2,500
509.080	Advertising	4,000
512.120	Rental & Janitorial	19,500
Consulting Services		\$136,500
503.031	Legal	15,500
503.032	Accounting	— 0 —
503.033	Planning & Other	21,000
503.034	Marketing	100,000
<u>DIRECT ADMINISTRATION</u>		<u>\$765,500</u>
503.035	Project FARE	19,000
503.036	Auditing	31,500
503.050	Shelter Maintenance	15,000
506.030	Insurance	200,000
511.010	Capital Debt Service	120,000
511.020	Interest — Temporary Borrowing	380,000
<u>SUBSIDY AGREEMENTS</u>		<u>\$6,883,946</u>
TOTAL BUDGET		<u>\$8,003,153</u>

Balance Sheet

Balance Sheet at June 30, 1985

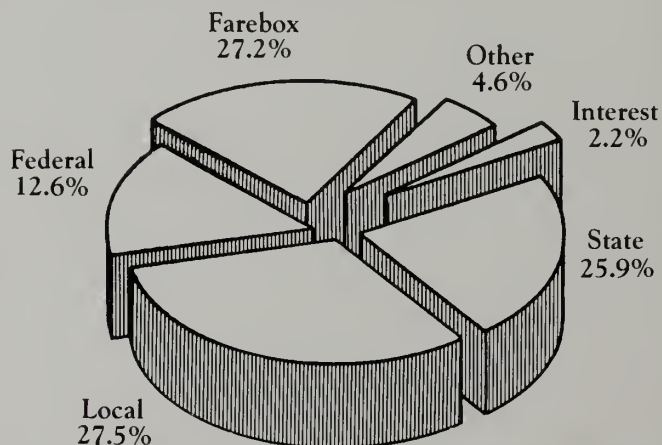
ASSETS	Authority	Capital Grants
Current Assets		
Cash and short-term investments	\$ 2,289,178	\$ 73,835
Accounts receivable:		
Commonwealth of Massachusetts	6,059,995	— 0 —
Urban Mass Transit Administration	— 0 —	644,406
Other	77,841	— 0 —
Transportation subsidies receivable	— 0 —	— 0 —
Prepaid expenses	1,312	— 0 —
Due from operating grants	— 0 —	1,859,561
Total	<u>\$ 8,428,326</u>	<u>\$ 2,577,802</u>
 Property, plant, and equipment - Net	 — 0 —	 15,764,755
Bond costs	— 0 —	6,609
Total Assets	<u>\$ 8,428,326</u>	<u>\$ 18,349,166</u>
LIABILITIES AND EQUITY		
Current Liabilities		
Accounts payable	15,574	290,829
Transportation subsidies payable	34,589	— 0 —
Due to U.M.T.A.	782,747	— 0 —
Due to Capital Grants	1,859,561	— 0 —
Deferred income - Commonwealth of Massachusetts	— 0 —	786,881
Revenue anticipation notes	5,000,000	— 0 —
Accrued interest	321,575	24,788
Accrual for accident claims	404,315	— 0 —
Accrued payroll and related withholdings	9,965	— 0 —
Payable University of Massachusetts	— 0 —	24,178
Transportation Bonds	— 0 —	1,390,000
Total	<u>\$ 8,428,326</u>	<u>\$ 2,516,676</u>
 Equity — Contributed Capital	 \$ — 0 —	 \$ 15,832,490
Total Liabilities and Equity	<u>\$ 8,428,326</u>	<u>\$ 18,349,166</u>

Statement of Revenue, Expenditures and Transit Operation Support

For the Year Ended June 30, 1985

	Authority Operations	Transit Operations
Revenue		
Passenger	\$ — 0 —	\$ 3,077,256
Advertising	— 0 —	48,499
Interest	236,114	17,251
Miscellaneous	4,606	473,440
Total	\$ 240,720	\$ 3,616,446
Expenditures		
Personnel	\$ 174,706	\$ 6,971,769
Professional Services	180,611	94,462
Materials	6,997	1,856,279
Utilities	10,933	116,632
Insurance	14,620	244,897
Taxes	— 0 —	69,102
Elderly and Handicap Services	— 0 —	751,699
Miscellaneous	6,677	220,728
Interest	367,265	6,285
Lease and Rent	19,545	28,419
Compensation to Carriers	— 0 —	205,984
Total	\$ 781,354	\$ 10,566,256
Net Cost of Service	\$ 540,634	\$ 6,949,810
Federal Assistance	1,432,674	
State Assistance	2,937,555	
Local Assistance	3,120,215	
Authority Assistance	(6,949,810)	6,949,810
General Operating Fund Balance	\$ — 0 —	\$ — 0 —

Total Operations Revenue

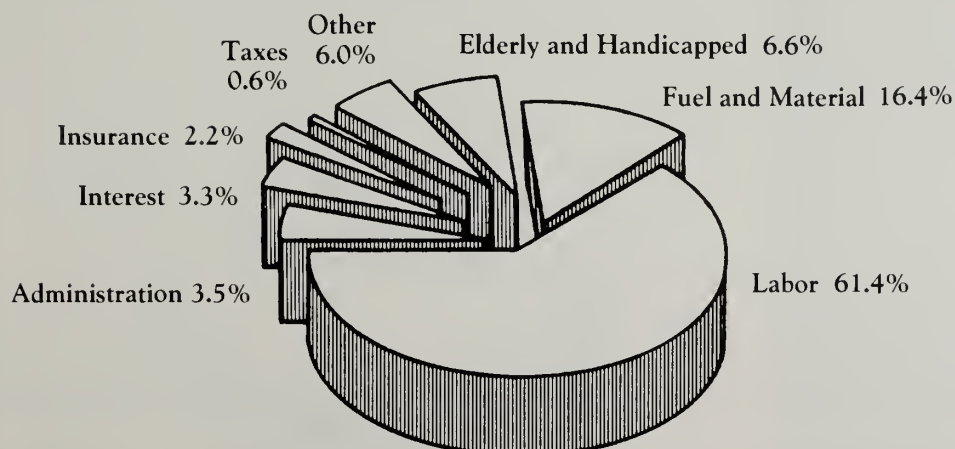


Capital Expenditures

As of June 30, 1985

	Total Authorized	Total Expended	Balance
Buses	\$ 19,409,221	\$ 17,444,015	\$ 1,965,206
A/C Retrofits	818,000	601,265	216,735
Rebuild buses	2,456,275	655,475	1,800,800
Passenger shelters	372,211	387,817	(15,606)
Passenger vans	1,366,301	1,062,662	303,639
Bus stop signs	92,165	68,530	23,635
Automobile	174,394	117,491	56,903
Radio equipment	653,688	653,727	(39)
Counter	11,829	11,829	— 0 —
Parts	167,887	168,880	(993)
Bus washer and hoist	— 0 —	— 0 —	— 0 —
Tires	93,929	93,929	— 0 —
Planning	107,500	65,680	41,820
Information centers	173,600	64,622	108,978
Vaults and fareboxes	728,410	569,445	158,965
Equipment	291,073	42,888	248,185
Renovations	23,974	34,019	(10,045)
Land, building & fixtures	7,941,784	4,602,578	3,339,206
Management information system	362,500	350,536	11,964
Contingency	215,030	— 0 —	215,030
Total	\$ 35,459,771	\$ 26,995,388	\$ 8,464,383
Funding			
Federal	\$ 28,367,817	\$ 21,596,310	
State	3,545,977	2,699,539	
Local	3,545,977	2,699,539	
Total	\$ 35,459,771	26,995,388	

Total Operations Expenditures



Operator Subsidies

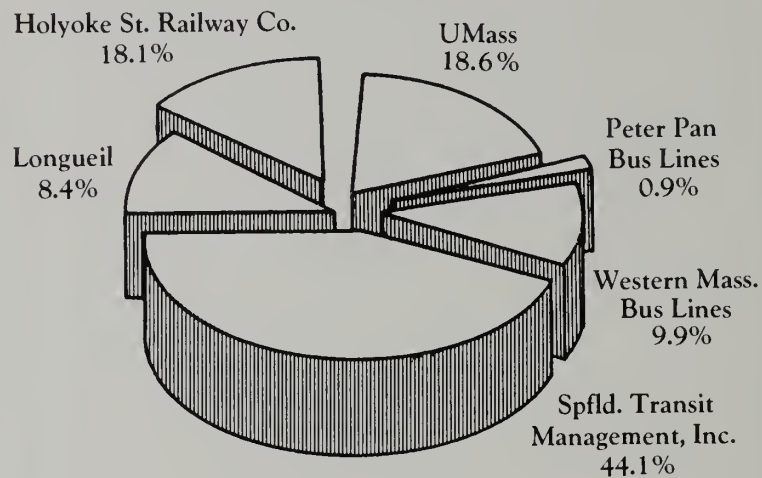
For the Year Ended June 30, 1985

	Projected Net Subsidy	Passenger Revenue	Passengers	Miles
Springfield Transit Management	\$ 3,154,419	\$ 2,156,085	6,518,237	1,910,657
Holyoke Street Railway Co.	992,166	534,337	1,025,983	784,122
UMass Transit Service	963,829	— 0 —	3,395,244	807,051
Longueil Transportation Co.	473,132	222,821	675,710	362,138
Western Mass. Bus Lines	581,378	118,605	1,121,179	427,892
Peter Pan Bus Lines	33,188	45,408	117,454	40,425
TOTAL	\$ 6,198,112	\$ 3,077,256	12,853,807	4,332,285

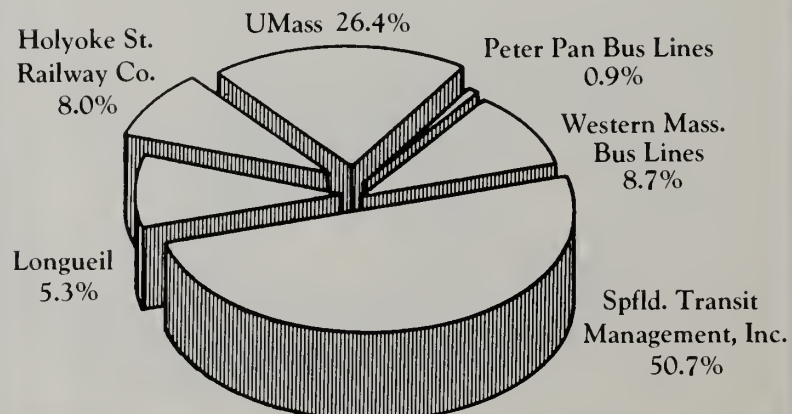
Passengers per mile: _____

3.41	Springfield Transit Management	1.87	Longueil Transportation Co.
1.31	Holyoke Street Railway Co.	2.62	Western Mass. Bus Lines
4.21	UMass Transit Service	2.91	Peter Pan Bus Lines

**Percent of Total Service
By Operator**



**Percent of Passengers Carried
By Operator**



MASS.
Y3.PVTA1:
1/986 ✓

The Pioneer Valley Transit Authority



ANNUAL REPORT 1986

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1872

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PVTA Annual Report 1986

**GOVERNMENT DOCUMENTS
COLLECTION**

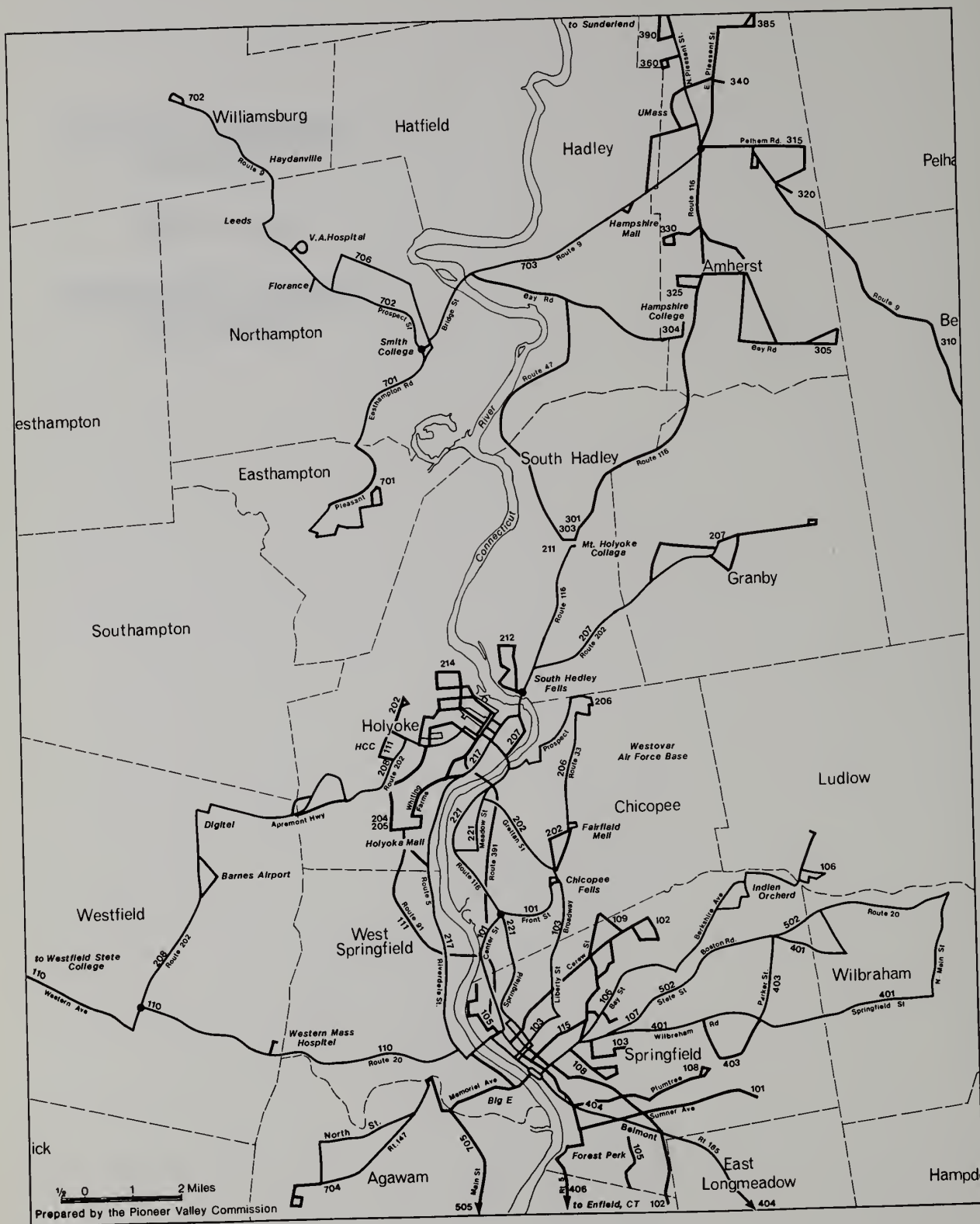
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PVTA Service





A handwritten signature in dark ink, appearing to read 'James A. Lindstrom'.

James A. Lindstrom
Chairman, Advisory Board

Letter from the Chairman:

FY '86 was a busy and productive year for PVTA—a year highlighted by new construction, up-dating of current equipment, and purchasing new and recycled buses in an effort to stay ahead of the times in the years to come. At the same time, it was a year of continuing to grapple with the problems of funding.

Highlights of the year included the start of construction of a new, up-to-date transit facility in Northampton to serve PVTA's northern tier, the on-going renovation of PVTA's Springfield Transit Facility, the dedication of a copper-roofed shelter in Springfield's historic Court Square, the purchase and refurbishing of thirteen (13) Grumman Flexible buses from the New York City Transit Authority, and the continuation of the fine transportation program for the elderly and handicapped. For the fifth consecutive year the fares have remained stable, and the local assessment has not increased for three years.

While PVTA was threatened by cutbacks in Federal funds, careful management of resources received in past years, plus additional assistance from the State, enabled the Authority to operate with no increase in the local share. This means that despite higher operating costs on all routes, the tax contribution by member communities remained unchanged. Unfortunately, the pressures from the Federal government are continuing. While PVTA has sufficient resources to withstand further cutbacks temporarily, the continuation of Federal assistance is essential for the long-term service of passenger transit service as it exists today.

FY '86...The Year In Review

While the use of public transportation nationwide showed a marked decline in Fiscal Year 1986, the Pioneer Valley Transit Authority, the Commonwealth's largest regional transit authority, held its own in ridership figures carrying over twelve million passengers during the year.

In light of anticipated federal cutbacks for public transportation, the PVTA is taking steps to insure that the excellent quality of service that the residents of the twenty-three community service area have come to expect will not be compromised.

The PVTA administrative offices in downtown Springfield were expanded to give additional space to the Information Office due to the increased volume of telephone calls and passengers visiting the office to purchase passes and tokens. At the same time, the entire office was re-organized to provide a more efficient work space for the administrative staff.

During the 1986 fiscal year PVTA was honored in receiving two awards for advertising excellence. The Advertising Club of Western Massachusetts presented its bronze award to PVTA for advertising excellence in the category of outdoor painted bulletins for a billboard advertisement entitled "Go Express" promoting express bus service between downtown Holyoke and downtown Springfield. The American Public Transit Association (APTA) chose the PVTA television commercial to receive its second place award for TV advertising in the medium sized transit authority category for 1986. The award will be presented to PVTA at APTA's annual meeting in Detroit in October of 1986.



Capital Improvements . . . Quality Service

One major construction project was begun in 1986. Ground was broken and construction begun on May 9, 1986 for the new Northampton Transit Facility in the Northampton Industrial Park. The two million dollar facility will house a 20-bus storage and maintenance garage which will be operated by Western Mass Bus Lines. A public day care center serving 18-20 toddlers will also be located within the transit facility. Speaking at ceremonies marking the start of construction, attended by national, state and local officials, Congressman Silvio Conte said, "I am especially pleased by the use of space within the transit complex. The public day care facility, the first of its kind in the transit industry, will be a valuable asset to this area." Construction of the new

"... The PVTA 350th Anniversary Bus has served as a reminder to area residents that Springfield is 350 years old and proud of it. The Anniversary Bus is our most visible and colorful billboard."

*Richard E. Neal, Mayor,
City of Springfield*



transit facility is expected to be completed by early 1987.

Construction also continued on PHASE II of the renovation project at the Springfield Transit Facility and should be completed soon.

Plans were made and a contract granted to Gannett Fleming Transportation Engineers Inc. of Boston for the design phase of a new addition to the outgrown UMass Transit Facility. Construction is slated to begin sometime in 1987.

New shelters were erected in Holyoke, Northampton, West Springfield and Chicopee for the convenience of waiting passengers. In Springfield's Court Square a copper-roofed shelter was dedicated in May of 1986 by Richard Neal, Mayor of Springfield. The shelter is an attractive addition to historic Court Square, a state Heritage Park. The design plans were reviewed by representatives of the Massachusetts Historical Commission, the Springfield Historical Commission, the National Advisory Council and other historic preservation agencies prior to the start of construction.

Keeping its fleet of over 200 buses in top condition is a priority for the Pioneer Valley Transit Authority. PVTa purchased thirteen 1980 Grumman Flexible buses from the New York City Transit Authority in January of 1986 at a cost of \$14,570.00 per bus. Adding to that the cost of refurbishing, done in-house, and delivery charges the total for each bus was slightly over \$25,000.00. Two of the Grummans were in service by the end of June, 1986, including the "Commemorative Coach." The remaining buses will be on the road by the end of December 1986. If purchased new, the cost of similar coaches would be over \$130,000.00. The refurbished buses have a fifteen year life expectancy.

1986 also saw the rebuilding of ten, 1965 GMC buses at a cost of \$57,000.00 each bringing them up to date mechanically, improving passenger comfort and extending their life by many years.

Purchasing new equipment is sometimes a necessity and in October of 1985 the PVTa Advisory Board approved the purchase of ten new buses for use by UMass Transit. The buses should be on line by November of 1986.

PVTA Takes Pride in the Communities It Serves

FY 1986 found the PVTA in the midst of many community activities—some planned, others sparked by immediate needs.

In September of 1985, when weather reports were predicting the onset of Hurricane Gloria, PVTA buses continued to run taking passengers home from work and to shop for needed items in case of power outages.

The "Big E Express," PVTA's special shuttle bus service from downtown Springfield and the Eastfield Mall to the Eastern States Exposition Grounds in West Springfield, carried over 20,000 passengers making the trip to the Big E more relaxed. PVTA, in cooperation with the Big E, also provided a special transit package with discounts on admission tickets as well as bus travel.

The Christmas season saw the PVTA again providing special Sunday service for shoppers. Santa Claus was seen driving the bus on selected routes on the 23rd of December with "his" gift of a free ride for

all passengers on board. PVTA had an additional gift for riders during the 1985-1986 holiday season—a discount on January bus passes purchased in December.

During the winter months of 1985-1986 the town of Ware was in the midst of a construction project on the South Street Bridge which "cut off" one section of town from another. The Selectmen in the town approached the Pioneer Valley Transit Authority and requested assistance. The PVTA agreed to loan a van to the town to provide a shuttle service for the residents for the duration of the construction project. This van was provided at no cost to the community.

When the Springfield Police Department called the PVTA in the Spring of '86 to ask for assistance in evacuating patients and staff from the Bay State Medical Center due to a suspected chemical leak, the PVTA sent ten (10) buses within minutes of the call to assist. Fortunately, the evacuation was unnecessary, but PVTA was there and ready.





May was the month for celebration in Springfield. In commemoration of the City's 350th Anniversary, the PVTA painted one of its Grumman buses in red, white and blue with the lettering "Happy Anniversary Springfield from the PVTA," and the City's 350th logo. The "commemorative coach" was visible throughout the celebration, taking part in the 350th parade, and providing shuttle service to special groups touring the City such as the Massachusetts Mayors Association. The coach continued to be used in regular line service throughout the year.

The American Crafts Council Craftfair came to West Springfield for the 3rd consecutive year in June, and PVTA again provided special shuttle service for the buyers.

The Pioneer Valley Transit Authority is indeed an integral and important part of the Pioneer Valley communities it serves.

Take PVTA to School . . . Save Time and Money

The Pioneer Valley Transit Authority, in cooperation with area colleges and universities, offers a number of programs which make getting to school by bus both efficient and cost effective.

The transit pass program at Westfield State College is now in its fourth year. The program offers students transportation on the bus routes that serve the college for a small fee per semester.

The fall of 1985 was the beginning of a transit pass program at Holyoke Community College. The program began by offering the students a choice of ten bus routes, three of which offer direct service to the college. PVTA's Route 111 bus, one of the three, was a new express service between HCC and downtown Springfield for the convenience of the students. The program was expanded during the spring of 1986 to include transportation on all of PVTA's routes. The students are assessed a small fee per semester for the service and need only show their student ID's to board the bus.

PVTA's extensive fare free program serving four colleges and the University of Massachusetts, all in Hampshire County, had another successful year in FY 1986, carrying over 3,000,000 passengers. The program is operated by UMass Transit, with one route being served by Western Mass Bus Lines.

Elementary, junior high and high school students in Springfield can take advantage of student tokens enabling them to ride on PVTA buses at a discount through a program run jointly by PVTA and the Springfield School Department.

"I am writing to you in regards to one of your bus drivers. . . . He is simply wonderful. Kindly tell him to be extra good to himself and may all his days be happy. He really and truly deserves it."

An Occasional rider

Special Services for Important People

PVTA's Special Transportation Program provides door-to-door accessible van service to eligible disabled and/or elderly individuals throughout the 23 member communities. In the last year, more than 300,000 passenger trips were provided on PVTA's 44 van fleet.

Many things were accomplished during the 1986 Fiscal Year. The Town of Hadley decided to join PVTA's group of van operators. In the past, the Town's Council on Aging provided service with a Town-owned vehicle. They are currently waiting to receive a new van from PVTA to assist in their operation. The Advisory Board voted to give additional vehicles to the towns of Granby and Belchertown. PVTA's Under-60 Special Service Program, designed to provide work trip transportation to the regions disabled population, grew in size and scope. With support from the Massachusetts Accessibility Improvement Program, this important regional program expanded to reach more communities and serve more people. In the next year, two additional vehicles will be added to this program to allow for even greater service expansion.

In the next year, even more is expected to happen. PVTA looks to continue its service growth covering more communities at expanded hours. PVTA is also looking to step up its efforts to coordinate all accessible transportation programs in the district. With this effort, PVTA hopes to make transportation more available to all the persons with special needs in the district.

In a different light, this year PVTA is preparing to establish a van rodeo program. This will give all the van drivers an opportunity to test their driving skills and to compete with each other. This will be a program similar to PVTA's well-established annual bus rodeo.



"I would like particularly to note PVTA efforts in increasing service to its elderly and handicapped residents. . . . PVTA extended hours of service to the under-60 disabled population and opened new avenues of employment to those citizens. . . ."

*Frederick P. Salvucci, Secretary,
Executive Office of Transportation
and Construction*

Safety and PVTA Go Hand In Hand

The Pioneer Valley Transit Authority is constantly striving to insure that its equipment and drivers stand up to the most stringent safety standards.

The fifth annual PVTA Bus Rodeo, held in April, attracted over sixty drivers who were tested on their skill behind the wheel, their knowledge of safety regulations and of the equipment used. The purpose of the rodeo is to promote safety. The winner of the event, Truman Easton of Springfield Transit Management will go on to compete in the National Bus Rodeo in Detroit in October of 1986. Last year's PVTA Rodeo Winner, Roman Castro of Holyoke Street Railway went on to place in the top ten at the International Bus

Rodeo in Los Angeles in October of 1985.

The year ahead will mark the addition of the first PVTA Van Rodeo, testing the safety skills of the Elderly and Handicapped Program's van drivers.

The annual PVTA safety awards brunch was held in March of 1986 honoring drivers for years of accident free driving and mechanics for years of service without an industrial accident.

Springfield Transit Management inaugurated a program honoring its drivers and mechanics in April of 1986 honoring drivers and mechanics for "safe" months and rewarding them with coffee and doughnuts served by management staff.





For Information . . . Call 781-PVTA

The PVTA Information Office, located in downtown Springfield at 1365 Main Street, is a vital link between the residents of the 23 member PVTA community and the most up to date information on schedules, new routes, special services, and any changes that may occur due to detours, holidays and other events.

The office is staffed by a group of seven (two full time and five part time) information specialists who are available to answer the most difficult questions six days a week (Monday through Friday from 7 a.m. until 6 p.m.; and Saturday from 8 a.m. until 6 p.m.).

In the 1986 fiscal year the information office handled close to 200,000 telephone calls and sent out over 1,500 pieces of mail in response to requests for schedules and other transit information.

In addition, the staff provided information to hundreds of people who stopped in at the conveniently located office for information or to purchase a monthly PVTA economy card pass, tokens for convenience in boarding the bus or special transit packets for events such as the Big E. Additionally, passes and tokens are available at sales outlets in the communities

throughout the area.

The staff deals with a broad range of questions on a daily basis from "When does the next bus leave downtown Springfield for Fairfield Mall?" to "my daughter boarded the PVTA bus at the corner of Main and Harrison at 1:00, and has not arrived home. Can you please help me find her?" The information specialists are able to help in both kinds of situations. The PVTA, constantly aware of the importance of getting information to the riding public, has, with the cooperation of area businesses, arranged for schedules to be distributed at shopping malls and at other locations throughout the 23 community area. The customer information system monitor in Steiger's window, downtown Springfield, continues to provide up to the minute schedule information for passengers using this busy stop. Expansion of this system is foreseen in the near future as well as the installation of an information kiosk at Bay State West to further serve the needs of our passengers.

Customers in the northern portion of the PVTA area can call 586-5806 to contact the PVTA office, and those in the southern area can dial 781-PVTA (781-7882), making the information office accessible to all.

"The Pioneer Valley Transit Authority is nationally recognized as one of the most outstanding non-rail transit properties in the country. . . ."

Congressman Silvio O. Conte



PVTA...A Look Ahead

The Advisory Board and staff of the Pioneer Valley Transit Authority are well aware that future success is attributable in part to proper planning. It is necessary to look ahead in order to keep up with the needs of the riding public in the areas of service as well as providing the most up to date equipment.

The PVTA hopes to see the completion of two major capital projects in the next year—the Northampton Transit Facility and the Phase II renovations at the Springfield Transit Management facility. The next year should mark the completion of the design phase and the awarding of a construction contract for the UMass Transit facility expansion.

It is anticipated that most of the over 200 bus PVTA fleet will be retrofitted with state of the art electronic destination signs by the end of the year. New electric fareboxes

will be installed in a great number of buses making it more efficient for the drivers to keep track of the fares deposited, thereby increasing efficiency.

The delivery of ten new buses and the purchase of four additional commuter coaches should also be accomplished. The addition of several new vans to be used in the elderly and handicapped program should be achieved by year's end.

In the next year PVTA looks to the expansion of the college transit pass program and will actively solicit the participation of the colleges in the area not yet in the program. PVTA's pilot school transit education program will commence in the fall of 1986 in the Chicopee school system.

PVTA aims to make its services more accessible to a larger number of riders. The 1987 fiscal year will see the expansion of the Park and Ride program by adding new locations for the convenience of the riding public.

In FY '87 the PVTA will have to deal with two new programs mandated by the federal government. The privatization program makes it mandatory for transit authorities to submit for competitive bidding a certain percentage of its routes. The PVTA currently contracts with five private operators and one management company to operate its extensive route service. The second program, UMTA Section 504 requires that transit authorities make their systems accessible to the disabled population either by installing wheelchair lifts on fixed route service or operating a separate handicapped-accessible van program. PVTA currently contracts with twenty operators throughout the 23 community service areas to operate its handicapped services program.

The year ahead promises to be a busy and productive one for the Pioneer Valley Transit Authority. The goal is to continue high quality service without increasing costs to the public. That goal will be accomplished during the next year.



Letter from the Administrator

In 1980 PVTA's FY 1981 budget was \$900,000.00 in the red. Fares were increased 37½ per cent and routes were eliminated or service reduced. For the past 5 years PVTA has strived to build ridership, improve its physical plant and develop a sound financial base. PVTA has maintained fares for 5 years and local assessments for 3 years.

FY '86 appears to be the peak in this cycle. Federal support has been steadily declining over the last 5 years and is sure to continue to be eroded for some years to come. The state support has been superb but now is being faced with requests for huge increases due to the declining federal dollars, increased cost of service and service demands.

The challenge of the early 80's has been met but those of the rest of the decade will require an even greater effort and further innovativeness. PVTA has all the ingredients to meet these challenges, to increase ridership and revenue, provide more service and maintain our employment level through continued efficiencies and management improvements.

The next 15 months (FY87+) will be the most difficult in the Authority's short history. The triumphs of the past and the methods used to achieve them will not suffice during this period.

Difficult and timely decisions must be made. Management's expertise in carrying out these decisions will be paramount for PVTA's success during the remainder of the 80's.

Knowing the high quality of the people who make up PVTA and its contractors, I am sure we will succeed.

Robert D. Manz
Administrator



Staff Members



Marlene B. Connor
Executive Assistant



Cynthia D. Landers
Financial Officer



Ann L. Dunphy
Director of Marketing
and Public Relations



Mary Commisso
Information Supervisor



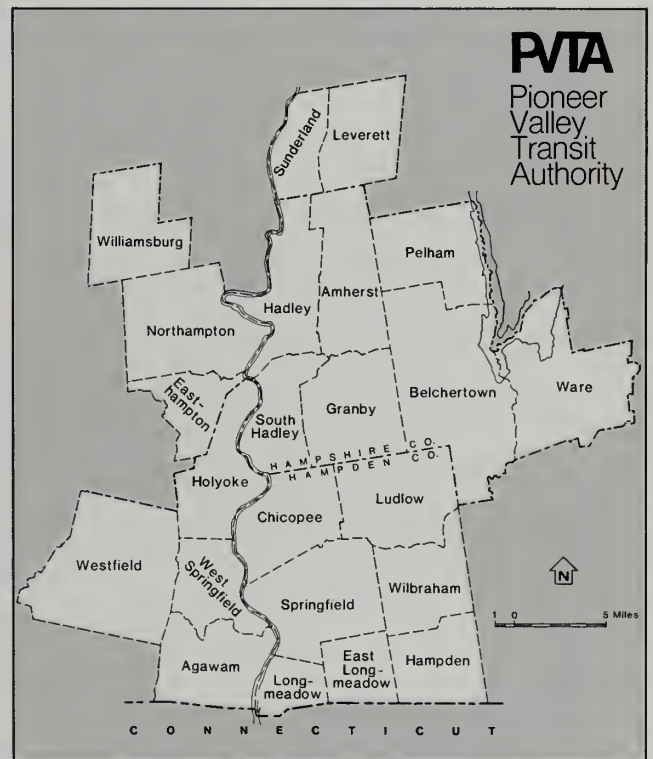
Kevin J. Lebo
Assistant Financial Officer



Karen Moynihan
Executive Secretary

PVTA Advisory Board as of June 30, 1986

Member	Designee	Member	Designee
AGAWAM Reid Charles, Town Manager		SUNDERLAND Judith H. Tozloski, Chairman Board of Selectmen	
AMHERST Richard H. Minear, Chairman Board of Selectmen	James Lindstrom, Director, Administration & Planning	WARE Richard L. Jordan, Chairman Board of Selectmen	Janice Pugliano, Teacher
BELCHERTOWN Herbert Squires, Chairman Board of Selectmen	Shirley Dorey, Town Resident	WESTFIELD George A. Varelas, Mayor	Dennis J. Miles, Community Development Director
CHICOPEE Richard S. Lak, Mayor	Jeff Ritter, Economic Development Assistant	WEST SPRINGFIELD Richard C. Newman, Chairman Board of Selectmen	
EASTHAMPTON Angelo Yacuzzo, Chairman Board of Selectmen	Edward Lenkowski, Veteran's Agent	WILBRAHAM G. Louise Voss, Chairman Board of Selectmen	Richard Phelps, Engineer
EAST LONGMEADOW James P. Connor, Chairman Board of Selectmen	Stanley P. Brown, College Professor	WILLIAMSBURG Stephen Berrien, Chairman Board of Selectmen	Peter Klejna, Town Planner
GRANBY Richard G. Progulski, Chairman Board of Selectmen	Owen P. Jacobsen, Selectman		
HADLEY John S. Mieczkowski, Chairman Board of Selectmen	Robert Kozash, Community Development Advisory Committee		
HAMPDEN Robert L. Burger, Chairman Board of Selectmen			
HOLYOKE Ernest Proulx, Mayor	Michael Laverdiere, Planning Director		
LEVERETT Robert Biagi, Chairman Board of Selectmen			
LONGMEADOW Ann Q. Southworth, Chairman Board of Selectmen	Arlene Miller, Selectman		
LUDLOW Paul Mondry, Chairman Board of Selectmen	Christine H. Chmura, Executive Secretary		
NORTHAMPTON David Musante, Mayor	Carlene Riccelli, Executive Assistant to the Mayor		
PELHAM Robert Bartlett, Chairman Board of Selectmen	Clarice Brows Thorp, Town Resident		
SOUTH HADLEY William L. Luchini, Jr., Chairman Board of Selectmen	Allen W. Henry, Town Resident		
SPRINGFIELD Richard E. Neal, Mayor	David Moriarty, Planning Director		



FY 1986 Budget

Account #	Title	Amount
GENERAL ADMINISTRATION		\$440,500
Personnel		\$238,000
Office & Travel		\$48,500
503.990	Copying & Printing	1,000
504.991	Equipment & Maintenance	3,000
504.992	Supplies	4,000
505.020	Telephone & Postage	11,000
509.011	Registration	1,000
509.012	Memberships	1,000
509.021	Travel In-State	1,500
509.022	Travel Out-Of-State	2,500
509.080	Advertising	4,000
512.120	Rental & Janitorial	19,500
Consulting Services		\$154,000
503.031	Legal	13,000
503.032	Accounting	— 0 —
503.033	Planning & Other	21,000
503.034	Marketing	120,000
DIRECT ADMINISTRATION		\$676,000
503.035	Project FARE	19,000
503.036	Auditing	32,000
503.050	Shelter Maintenance	15,000
506.030	Insurance	280,000
511.010	Capital Debt Service	80,000
511.020	Interest — Temporary Borrowing	250,000
SUBSIDY AGREEMENTS		\$7,090,058
TOTAL BUDGET		\$8,206,558

Balance Sheet

As of June 30, 1986

ASSETS	Authority	Capital Grants
Current Assets		
Cash and short-term investments	\$ 666,647	\$ 1,835,262
Accounts receivable:		
Commonwealth of Massachusetts	6,813,317	— 0 —
Urban Mass Transit Administration	— 0 —	982,965
Other	45,976	7,520
Transportation subsidies receivable	93,950	— 0 —
Prepaid Expenses	97,148	— 0 —
Total	\$ 7,717,038	\$ 2,825,747
Plant, property, and equipment — Net	— 0 —	17,089,640
Bond costs	— 0 —	5,338
Total Assets	\$ 7,717,038	\$ 19,920,725
LIABILITIES AND EQUITY		
Current Liabilities		
Accounts payable	\$ 163,332	\$ 421,436
Transportation subsidies payable	— 0 —	— 0 —
Due to U.M.T.A.	1,060,324	— 0 —
Deferred income — Commonwealth of Massachusetts	— 0 —	1,140,365
Revenue anticipation notes	5,600,000	— 0 —
Accrued interest	253,799	20,597
Accrual for accident claims	622,855	— 0 —
Accrued payroll and related withholdings	16,728	— 0 —
Payable University of Massachusetts	— 0 —	24,178
Transportation Bonds	— 0 —	1,155,000
Total	\$ 7,717,038	\$ 2,761,576
Equity — Contributed Capital	\$ — 0 —	\$ 17,159,149
Total Liabilities and Equity	\$ 7,717,038	\$ 19,920,725

“As we review 1986, I want to take the opportunity to commend PVTA on another year of top performance in providing transit to people of the Pioneer Valley.”

*Frederick P. Salvucci, Secretary,
Executive Office of Transportation
and Construction*



Statement of Revenue, Expenditures, and Transit Operation Support

For the Year Ended June 30, 1986

Revenue	Authority Operations	Transit Operations
Revenue		
Passenger	\$ — 0 —	\$ 3,236,841
Advertising	— 0 —	36,654
Interest	76,677	— 0 —
Total	\$ 76,677	\$ 3,273,495

Expenditures		
Personnel	\$ 222,880	\$ 6,810,647
Professional Services	203,988	74,591
Materials	15,870	1,525,726
Utilities	13,236	235,141
Insurance	13,253	922,251
Taxes	— 0 —	57,853
Elderly and Handicap Services	— 0 —	836,701
Miscellaneous	31,663	159,036
Interest	295,600	997
Lease and Rent	21,265	52,571
Compensation to Carriers	— 0 —	201,647
Total	\$ 817,755	\$ 10,877,161

Net Cost of Service (\$741,078) \$ 7,603,666

Federal Assistance	\$ 1,533,652	— 0 —
State Assistance	3,559,348	— 0 —
Local Assistance	3,251,744	— 0 —
Authority Assistance	(7,603,666)	7,603,666

General Operating Fund Balance \$ — 0 — \$ — 0 —

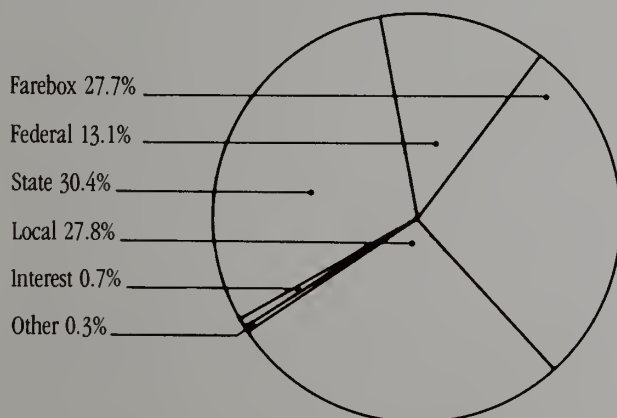
Capital Expenditures

As of June 30, 1986

	Total Authorized	Total Expended	Balance
Buses	\$ 20,155,351	\$ 17,863,031	\$ 2,292,320
A/C Retrofits	818,000	697,361	120,639
Rebuild buses	2,500,500	1,354,504	1,145,996
Passenger shelters	472,211	490,480	(18,269)
Passenger vans	1,141,301	740,451	400,850
Bus stop signs	92,165	68,530	23,635
Automobile	174,394	128,673	45,721
Radio equipment	653,688	658,668	(4,980)
Counter	11,829	11,829	— 0 —
Parts	139,202	168,975	(29,773)
Tires	93,929	93,929	— 0 —
Planning	107,500	83,180	24,320
Information centers	173,600	97,130	76,470
Vaults and fareboxes	728,410	586,345	142,065
Equipment	291,073	365,953	(74,880)
Land, building & fixtures	9,390,758	6,988,363	2,402,395
Management information systems	362,500	354,563	7,937
Contingency	215,030	— 0 —	215,030
Total	\$37,521,441	\$30,751,965	\$ 6,769,476

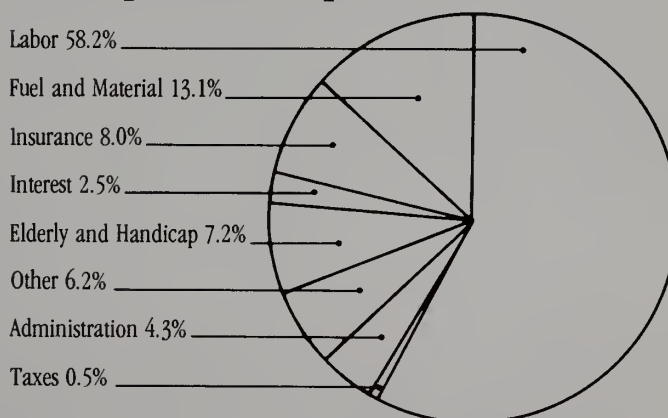
Funding		
Federal	\$ 29,947,153	\$ 24,586,226
State	3,787,144	3,082,869
Local	3,787,144	3,082,870
Total	\$37,521,441	\$30,751,965

Total Operations Revenue



(\$11,694,916)

Total Operations Expenditures



(\$11,694,916)

Operator Subsidies

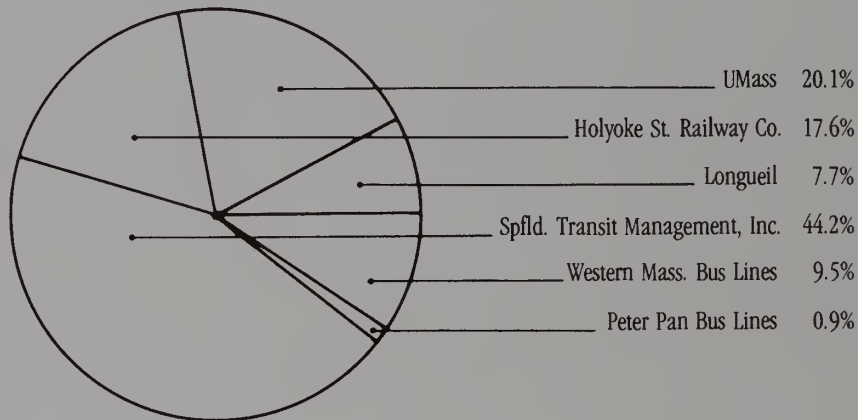
For the Year Ended June 30, 1986

	Net Subsidy	Passenger Revenue	Passengers	Miles
Springfield Transit Management	\$ 3,240,228	\$ 2,305,235	6,588,393	1,974,153
Holyoke Street Railway Co.	1,051,869	456,001	1,022,225	784,022
UMass Transit Service	1,037,484	— 0 —	3,262,536	899,339
Longueil Transportation Co.	532,213	184,790	669,393	345,636
Western Mass. Bus Lines	593,152	96,413	1,106,227	422,423
Peter Pan Bus Lines	34,066	42,257	121,316	40,397
TOTAL	\$ 6,489,012	\$ 3,084,696	12,770,090	4,465,970

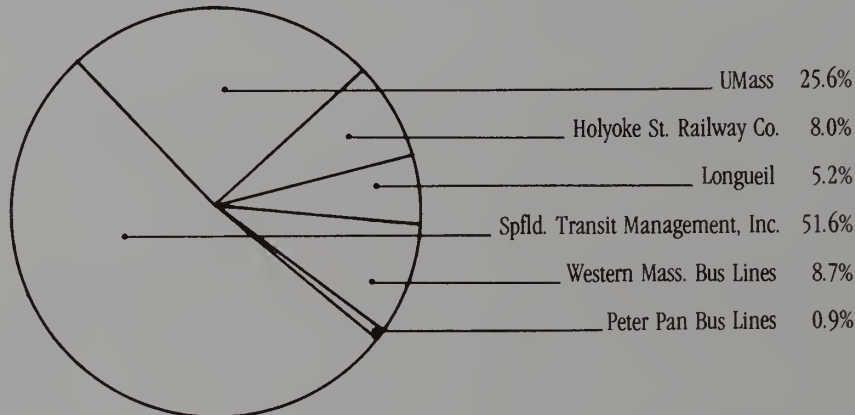
Passengers per mile: _____

3.37	Springfield Transit Management	1.93	Longueil Transportation Co.
1.30	Holyoke Street Railway Co.	2.62	Western Mass. Bus Lines
3.63	UMass Transit Service	3.00	Peter Pan Bus Lines

Percent of Total Service by Operator



Percent of Passengers Carried by Operator





Pioneer Valley Transit Authority
1365 Main Street
Springfield, Massachusetts 01103
(413) 732-6248

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1987
REPORT
of the PVA



PVTA ANNUAL REPORT 1987

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CHAIRMAN'S REPORT



GOVERNMENT DOCUMENTS
COLLECTION

JUN 6 1988

University of Massachusetts
Depository Copy

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A handwritten signature in dark ink, reading "Peter B. Klejna".

Peter B. Klejna

Chairman, Advisory Board

The end of the fiscal year is a time to reflect on PVTA's accomplishments as well as a time to look ahead to what the future has in store.

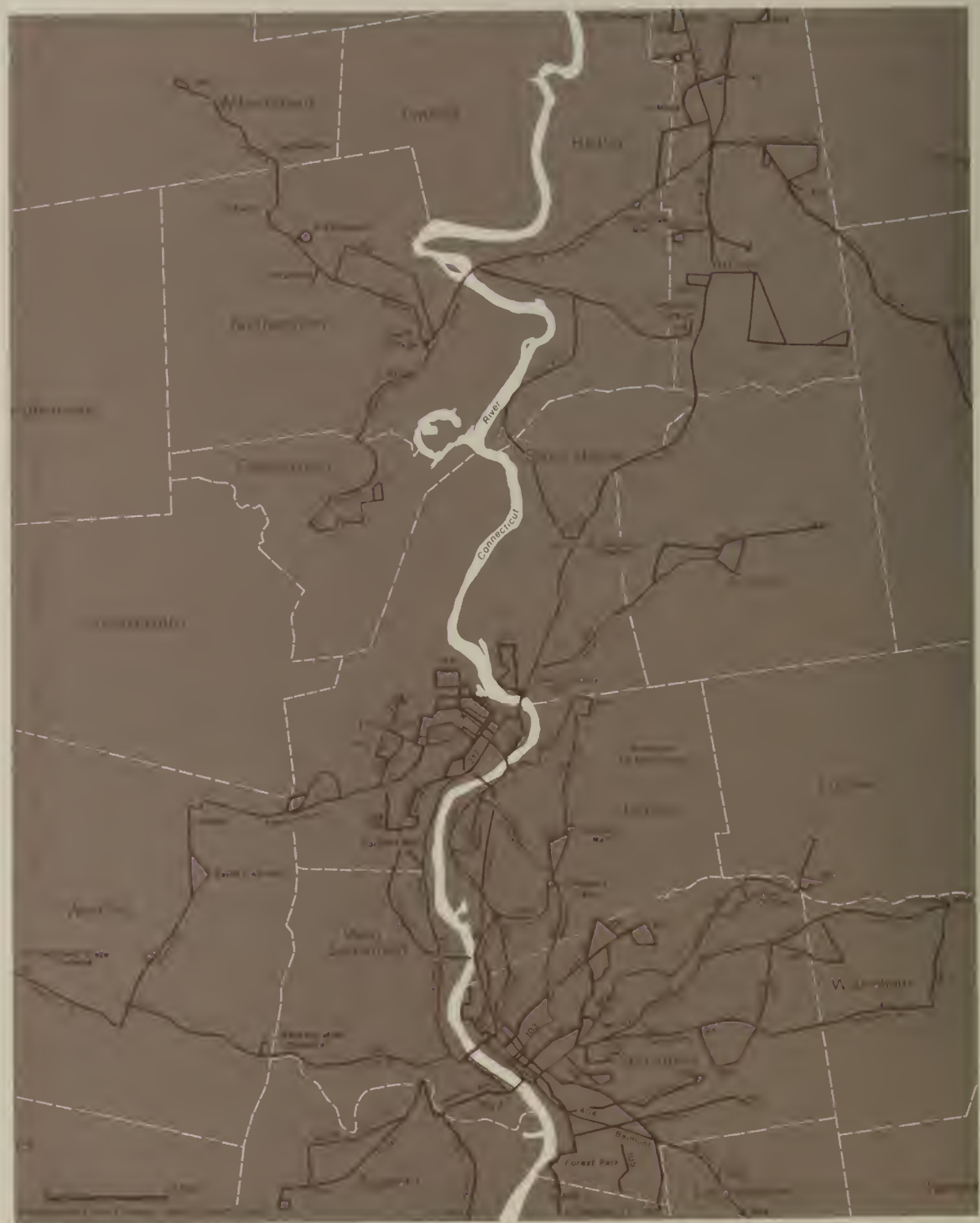
We have come a long way since the inception of PVTA in 1974 when ten communities joined forces, taking advantage of legislation authorizing regional transit authorities in the Commonwealth of Massachusetts to form what was originally the Lower Pioneer Valley Regional Transit Authority.

Today, the PVTA has a fleet of over two hundred buses, traveling over fifty routes throughout the twenty-three communities it serves, providing transportation to over twelve million people this year.

PVTA's special transportation fleet consists of over fifty lift-equipped vans which provided transportation to over three hundred thousand passengers during the last year.

Throughout the history of the Authority, the PVTA Advisory Board and staff have had to deal with issues such as federal cutbacks in transportation funds, changing federal guidelines, increased demand for service, keeping equipment and storage and maintenance facilities up to date and efficient, while at the same time considering the cost to the taxpayers and the passengers. For the sixth consecutive year, the fares have remained stable while the cost of service to each of the twenty-three communities has not increased for four years.

The threat of additional federal cutbacks coupled with increased demands and higher operating costs present a continuing challenge. Through strong board and staff cooperation and the continued support of our local elected officials, as well as the Commonwealth's Department of Transportation, the future holds promise for continued quality service at reasonable cost.



FY '87...THE YEAR IN REVIEW

FY '87 was a year of new beginnings and a year of completions for a wide variety of PVTA projects and events. In July, 1986 the PVTA worked with the Springfield Parking Authority to provide special transportation for more than 15,000 delegates to the WatchTower convention at the Springfield Civic Center. The delegates were shuttled from a number of area hotels and auxiliary parking lots to the center. The service helped prevent serious traffic and parking problems downtown, and was greatly appreciated by the convention-goers.

"The service was excellent and far exceeded our expectations!"

—Spokesman for the WatchTower Society

September saw the start of new bus service for students at Holyoke Community College. Students living in the Northampton and Easthampton areas can now travel directly to HCC on Route 701H. This is an addition to the pre-paid system already in use at the college for the past two years. The PVTA also set up information booths at both HCC and Springfield Technical Community College at the beginning of the fall semester, to encourage the use of public transportation by students and faculty members. PVTA information specialists staffed the booths, providing route and schedule information and answering questions about PVTA bus service.

September is traditionally "Big E" time in western Massachusetts, and PVTA again provided shuttle buses to and from the Eastern States Exposition grounds in West Springfield. Fair-goers were offered a discount on the price of admission when they purchased special transit packets, and they were able to ride PVTA buses to the fairgrounds in comfort, without worrying about traffic jams or finding a parking space.

Reaching Out to People of All Ages

The PVTA initiated projects involving children in FY '87, while continuing efforts to aid senior citizens and disabled people. In August, staff members visited "A Kid's Place" day care center in Agawam and took the children for a bus ride. In many cases, it was their first such experience, and they greatly enjoyed the "adventure" of it all. Staff members used the opportunity to teach them safety rules on the bus.

"The children were thrilled — and now whenever any PVTA bus passes the school, they say, 'There goes our bus!' "

***—Carol Morrell,
Coordinator of A Kid's Place***





October saw the start of the School Transit Education Program in Chicopee. STEP is geared to sixth-graders, and it ran through the beginning of December, with plans to repeat the program in the spring and in FY '88. Sixth-graders from each of Chicopee's nine elementary schools were picked up by a PVTA driver and taken to the Springfield Transit Facility. The driver explained a number of things, including bus destination signs, fare structure, the need for public transportation and a bit of PVTA history. He also told the students how to board and deboard the bus and the "rules of the road," such as: no radios on the bus, no eating or drinking, and no packages or other objects in the aisles. When they arrived at the Springfield Transit Facility, the kids got to see the maintenance, operations and administrative departments at work. The grand finale of the field trip was a ride through the bus wash. PVTA hopes to expand STEP to other school systems in the future.

Growing in Ways That Help People

In November, PVTA was awarded a grant from the Massachusetts Office of Transportation and Construction to establish a Coordination Improvement program. The program is intended to consolidate transportation services for the elderly and handicapped. It will attempt to organize existing resources, identify needs that are still unmet, and set up a process for continuing coordination efforts. A directory of all special transportation services within the PVTA district will be published in FY '88.

A ceremony was held at the UMass/Amherst campus in December marking the arrival of ten new Neoplan 40-foot buses for use by UMass Transit Service. In addition, UMass Handicapped Student Services received three new lift-equipped vans. The ceremony was attended by UMTA officials and Congressman Silvio O. Conte.

During the first three months of 1987, thirteen 1986 Dodge lift-equipped vans and three 1987 Chevy station wagons were delivered to PVTA. The vans are leased to Agawam, Amherst, East Longmeadow, Hadley, Springfield and Westfield, and to the UMass Office of Handicapped Student Affairs. The station wagons are leased to Belchertown, Granby and Ludlow. All of the vehicles are used in the PVTA special transportation program for elderly and handicapped people.

"One of the bright spots in transportation funding this year was in the area of elderly and handicapped transit, where total funding was increased to \$35 million . . . I will be leading the fight to continue our federal commitment to transit operations such as this."

—Congressman Silvio O. Conte



Going Above and Beyond the Call of Duty

1987 was ushered in with a major blizzard on January 22nd, but PVTA buses kept rolling through the night, getting people home safely from work and school. Drivers were praised for their extraordinary efforts and careful operation.

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"Once again you showed your commitment to getting your passengers safely home . . . PVTA, you are my life line. I had a good book, interesting bus-mates, and it was warm all the way home."

***— letter from Mrs. Ann Gilman
of Longmeadow after the blizzard***

PVTA Administrator Robert D. Manz announced the 1986 Employee of the Year award at the January Advisory Board meeting. The annual award was shared by Sharon Zukowski of the Belchertown Council on Aging and Dave McCulloch of UMass Transit Service.

The first "riders choice" Driver of the Year contest started in February. More than a hundred regular PVTA passengers submitted letters nominating their favorite drivers for the award. Joan O'Connor of Chicopee wrote the winning letter about driver Lenny Houle of Springfield Transit Management. "Every day is an exciting adventure riding with Lenny," she wrote, "because of his great sense of humor, his ability to relate to young and old, and his safe driving habits." Both O'Connor and Houle were presented with prizes at an Advisory Board meeting.

The annual Safety award luncheon took place in March, rewarding drivers and maintenance personnel for years of accident-free service.

In May, PVTA held its sixth annual Bus Rodeo at UMass/Amherst. More than forty contestants were tested on their driving skills and knowledge of safety regulations. Bill Cranshaw of UMass Transit Service took top honors. In addition to a cash prize and a trophy, he'll represent the PVTA at the International Bus Rodeo in San Francisco in October. Greg Soho of UMass Transit placed second in the contest, Truman Easton of Springfield Transit Management won third prize, Roman Castro of Holyoke Street Railway came in fourth, and fifth prize went to Ken Schwartz of UMass Transit. The top three winners are also invited to compete in the first annual statewide Rodeo, sponsored by the Massachusetts Association of Regional Transit Authorities (MARTA). That event will be held in Worcester sometime in the fall.

PVTA's first Van Rodeo was also held at UMass/Amherst in May. The contest tested the knowledge and skills of more than twenty drivers from PVTA's special transportation program. Sharon Zukowski of the Belchertown Council on Aging won first prize. Second prize went to Steve Locke of UMass Transit Service, and John Trudeau of the Springfield Golden Age Club placed third. All three received a trophy and a cash prize.





Capital Improvements and Public Education

The PVT Advisory Board took some important actions in FY '87. In January, the board passed a policy on privatization, required by the Urban Mass Transportation Administration (UMTA). The following month, the board approved funds for renovation and expansion of the outgrown UMass Transit Facility on the UMass campus in Amherst.

Dedication ceremonies were held in March at the Springfield Transit Facility to mark completion of Phase II renovations. The building at 2840 Main Street has now been completely redone. The project included improvements to the maintenance area, remodeling of the office area, completion of outdoor yard paving, lighting and fencing, and installation of new doors and windows. Six new bus lifts have replaced the older style pits which dated back to the streetcar era.

PVTA staff members also kept busy in the late winter and early spring. Information specialists again set up booths at Holyoke Community College at the start of the second semester. Staff members served as teachers for a day at Van Sickle Junior High School in Springfield, outlining career opportunities in the transit industry and the education and training they require. And PVTA staff members were invited to the Veterans Administration Community Care facility in Springfield to give clients information on bus schedules and routes.

A new marketing campaign was launched in February with the themes "Discover Your Routes" and "Join the Riders of the PVTA." These themes were carried over in marketing projects throughout the rest of the fiscal year, including the bus pass design, a new pass brochure, a billboard campaign, and special bus token promotions. One of

those promotions got underway in June, with the cooperation of Friendly Restaurants of Wilbraham. Everyone who bought a ten-pak of PVTA tokens got a ten-percent discount on the tokens and a coupon for a free Friendly Ice Cream Snack Cup. People who purchased a twenty-pak of tokens received the ten-percent discount plus a coupon for a free half-gallon of Friendly ice cream. Token sales increased by 173% over the prior year.

Planning for the Future

The federal government issued regulations in June, 1986 concerning the provision of public transportation for the disabled. The regulations require transit authorities to submit a plan within one year, outlining how such services will be fully implemented within the next six years. PVTA conducted a major planning study during FY



The PVTA made a special effort to educate the public in June about the convenience and economy of monthly bus passes. PVTA Administrator Robert D. Manz made a presentation to the executives of BayBank Valley Trust, outlining services available to people working in downtown Springfield. Mayor Richard E. Neal held a news conference at the end of June with PVTA officials to announce plans for the "Ride to Work" week in July. Downtown employees were encouraged to sign up with their employer to receive a special PVTA pass entitling them to free bus transportation during that week.

PVTA received an award in May from the Massachusetts Career Development Institute, for continued support and commitment to the goal of finding "quality employment for the disadvantaged and dislocated throughout the community."

'87 with the Pioneer Valley Planning Commission, transportation service providers and disabled consumers, to determine the best way to meet the needs of the disabled. The resulting plan calls for a mix of services — some fixed-route buses with lifts to connect major corridors, and continuation and modest expansion of accessible door-to-door van service. Goals for the van program include providing service across town boundaries and elimination of trip priorities. The plan was recommended locally and submitted to the federal government. PVTA will also begin developing training programs for information personnel and drivers.

In another move to aid the handicapped, PVTA installed a Telecommunications Device for the Deaf (TDD) in its downtown Information Center.

The Springfield Parking Authority announced plans to expand downtown parking facilities during the fall and winter of 1987. Certain parking areas were to be temporarily shut down during construction. The PVTA worked with the Parking Authority to provide alternate parking sites, with shuttle bus service from those lots to the downtown area.

The last day of fiscal 1987 marked the emergence of the final 1980 Grumman Flexible bus from the maintenance area at PVTA's Springfield Transit Facility. Thirty Flexibles had been purchased in January, 1986 from the NYC Transit Authority for \$14,700 each. They were in need of refurbishing, and the work was done at a cost of about \$10,000 per bus. The Grummans would have cost more than \$130,000 apiece if purchased new, but PVTA bought and rebuilt them for less than \$25,000 each. Total savings on the project amounted to more than a million dollars.

Once the Grumman Flexibles were *out* of the maintenance area, a 1978 GMC RTS II bus was driven *in*. PVTA will rehabilitate a total of 125 of the RTS buses. Another modernization during FY '87 was the total conversion of bus fareboxes, from the older mechanical-style boxes to new state-of-the-art electronic boxes.

1988 promises to be another busy year for the PVTA. The customer information program will continue and be expanded, with placement of information kiosks for customer convenience in the downtown Springfield area. PVTA also looks forward to completion of some major construction projects. The Northampton Transit Facility, started in the spring of 1986, will be finished, and the day care center located inside is scheduled to open in the fall of 1987. It's the first center of its kind in the nation. The expansion project at the UMass Transit Facility is expected to be completed by the summer of 1988. All of these projects, together with the improved Springfield Transit Facility, will enable the PVTA to continue clean, efficient operations into the 21st century.

"This renovated facility will carry Springfield's transit operation well into the 21st century, providing efficient, up-to-date service to the residents of the Springfield area."

— Administrator Robert D. Manz



LETTER FROM THE ADMINISTRATOR

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FY '87 was another good year for the PVTA. Our capital program continued on schedule, with construction of the Northampton Transit Facility and planning work for expansion of the UMass Transit Facility. The PVTA Advisory Board demonstrated an interest in the soon-to-be-abandoned North Main Street firehouse. That building will be used for consolidation of the Springfield Area special services and new office space for the PVTA administrative staff.

The effort to maintain or increase ridership has become more difficult with the booming economy and low unemployment rate. We plan to counteract those forces by providing more comfortable passenger waiting areas, better schedule and route information, superior customer service and innovative marketing techniques.

With a small staff, we have been able to accomplish a great deal, but there are still times when there's so much to do that it looks impossible. The PVTA staff continues to be strengthened and improved, and so we look forward to an even better year ahead.



Robert D. Manz

Robert D. Manz, Administrator

Staff Members



Marlene B. Connor
Executive Assistant



Cynthia D. Landers
Financial Officer



Mary Commisso
Office Manager and
Information Supervisor



Ann L. Dunphy
Director of Marketing
and Public Relations



Barbara Pohl
Executive Secretary



Jo-Anne Walsh
Special Services
Coordinator



Patricia O'L. Robitaille
Assistant Financial
Officer

PVTA ADVISORY BOARD

As of June 30, 1987

Member

Designee

AGAWAM

Reid Charles,
Town Manager

Richard Theroux
Town Clerk

AMHERST

Richard H. Minear,
Chairman, Board of Selectmen

John Clobridge
Director, Council on Aging

BELCHERTOWN

Herbert Squires,
Chairman, Board of Selectmen

Shirley Dorey

CHICOPEE

Richard S. Lak,
Mayor

Jeff Ritter,
Economic Development
Assistant

EASTHAMPTON

Angelo Yacuzzo,
Chairman, Board of Selectmen

Edward Lenkowski,
Veteran's Agent

EAST LONGMEADOW

James P. Connor,
Chairman, Board of Selectmen

Stanley P. Brown

GRANBY

Bryan F. Hauschild,
Chairman, Board of Selectmen

Owen P. Jacobsen,
Selectman

HADLEY

John S. Mieczkowski,
Chairman, Board of Selectmen

Robert Kozash

HAMPDEN

Robert L. Burger,
Chairman, Board of Selectmen

Judith R. Hanmer
Selectman

HOLYOKE

Ernest Proulx,
Mayor

Michael Laverdiere,
Planning Director

LEVERETT

Robert Biagi,
Chairman, Board of Selectmen

LONGMEADOW

Richard Carey,
Chairman, Board of Selectmen

Arlene Miller,
Selectman

Member

Designee

LUDLOW

Paul Mondry,
Chairman, Board of Selectmen

Christine H. Chmura,
Executive Secretary

NORTHAMPTON

David B. Musante, Jr.,
Mayor

Carlene Riccelli,
Executive Assistant
Mayor's Office

PELHAM

Robert Bartlett,
Chairman, Board of Selectmen

Clarice Brows Thorp

SOUTH HADLEY

William L. Luchini, Jr.,
Chairman, Board of Selectmen

Allen W. Henry

SPRINGFIELD

Richard E. Neal,
Mayor

David Moriarty
Planning Director

SUNDERLAND

Judith H. Tozloski,
Chairman, Board of Selectmen

WARE

Richard L. Jordan,
Chairman, Board of Selectmen

Gertrude Hamelin

WESTFIELD

George A. Varelas,
Mayor

Janice Pugliano

WEST SPRINGFIELD

Richard C. Newman,
Chairman, Board of Selectmen

Dennis J. Miles
Office of Community
Development

WILBRAHAM

G. Louise Voss,
Chairman, Board of Selectmen

Richard Phelps

WILLIAMSBURG

Steven Berrien,
Chairman, Board of Selectmen

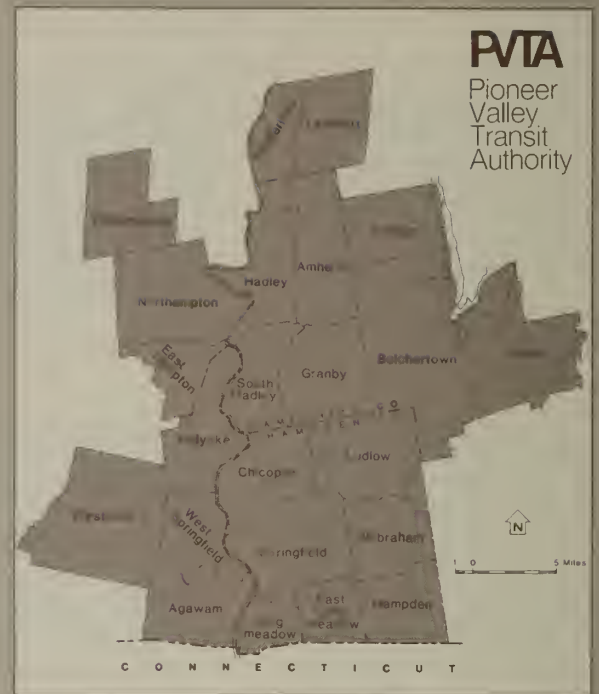
Peter B. Klejna*

*Chairman since February, 1987; James Lindstrom of Amherst was
Chairman from July, 1986 to January, 1987.

FY 1987 BUDGET

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Account #	Title	Amount
GENERAL ADMINISTRATION		\$ 487,493
Personnel		\$ 254,743
Office & Travel		\$ 58,750
503.990	Copying & Printing	1,000
504.991	Equipment & Maintenance	3,000
504.992	Supplies	5,000
505.020	Telephone & Postage	14,000
509.011	Registration	2,000
509.012	Memberships	1,750
509.021	Travel In-State	1,500
509.022	Travel Out-Of-State	3,500
509.080	Advertising	4,000
512.120	Rent & Janitorial	23,000
Consulting & Services		\$ 174,000
503.031	Legal	13,000
503.033	Planning & Other	21,000
503.034	Marketing	140,000
DIRECT ADMINISTRATION		\$ 1,154,300
503.035	Project FARE	25,000
503.036	Audit	105,000
503.050	Shelter Maintenance	25,000
506.030	Insurance	580,000
511.010	Capital Debt Service	69,300
511.020	Interest - Temporary Borrowing	350,000
Subsidy Agreements		\$ 7,110,590
TOTAL BUDGET		\$ 8,752,383



"I would like to personally congratulate you, your staff and each employee for the pivotal role each of them played by assisting the city and the community as a whole in a time of need."

*— letter from Springfield
Mayor Richard E. Neal
after the blizzard*

BALANCE SHEET

As of June 30, 1987

	Authority	Capital Grants
ASSETS		
Current Assets		
Cash and short-term investments	\$ 1,201,488	\$ 1,331
Accounts Receivable:		
Commonwealth of Massachusetts	6,848,610	— 0 —
Urban Mass. Transit Administration	153,244	2,297,647
Other	50,240	10,120
Transportation subsidy receivable	31,336	— 0 —
Prepaid expense	206,629	— 0 —
Due from operating grants	487,500	— 0 —
Total	8,979,047	2,309,098
Property, plant & equipment — Net	— 0 —	18,580,600
Bond Cost	— 0 —	4,068
Total Assets	\$8,979,047	\$20,893,766

LIABILITIES AND EQUITY

Current Liabilities

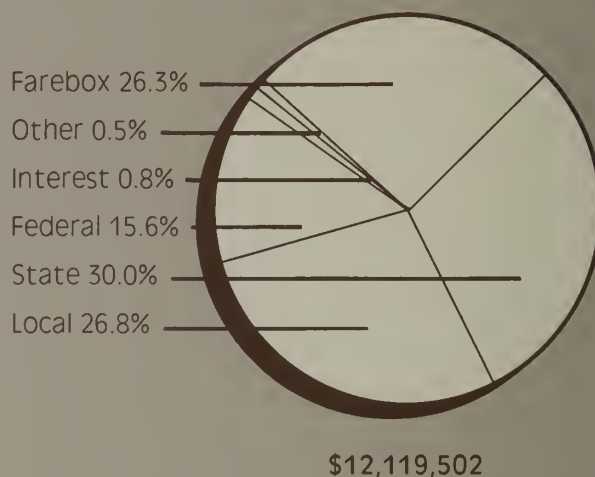
Accounts payable	\$ 102,940	\$ 242,171
Transportation subsidy payable	481,557	— 0 —
Due to capital grants	— 0 —	487,500
Deferred income — Commonwealth of Massachusetts	— 0 —	588,608
Revenue anticipation notes	7,500,000	— 0 —
Accrued interest	342,428	16,407
Accrual for accident claims	524,155	— 0 —
Accrued payroll and related withholdings	27,967	— 0 —
Payable University of Massachusetts	— 0 —	4,678
Transportation bonds	— 0 —	920,000
Total	8,979,047	2,259,364
Equity-Contributed Capital	— 0 —	18,634,402
Total Liabilities and Equity	\$8,979,047	\$20,893,766

STATEMENT OF REVENUE, EXPENDITURES, AND TRANSIT OPERATIONS

For the Year Ended June 30, 1987

	Authority Operations	Transit Operations
Revenue		
Passenger	\$ — 0 —	\$ 3,178,062
Advertising	— 0 —	65,058
Interest	96,245	— 0 —
Total	<u>\$ 96,245</u>	<u>\$ 3,243,120</u>
Expenditures		
Personnel	\$ 254,933	\$ 7,131,731
Professional services	178,497	177,424
Materials	14,415	1,556,287
Utilities	13,257	238,487
Insurance	19,511	755,457
Taxes	— 0 —	47,708
Elderly and handi- capped services	— 0 —	930,924
Miscellaneous	16,754	157,594
Interest	368,850	— 0 —
Lease and rental	27,005	43,065
Compensation to carriers	— 0 —	187,603
Total	<u>\$ 893,222</u>	<u>\$11,226,280</u>
Net Cost of Service	<u>(\$ 796,977)</u>	<u>(\$ 7,983,160)</u>
Federal Assistance	1,892,395	— 0 —
State Assistance	3,636,000	— 0 —
Local Assistance	3,251,742	— 0 —
Authority Assistance	<u>(7,983,160)</u>	<u>7,983,160</u>
General Operating Fund Balance	<u>\$ — 0 —</u>	<u>\$ — 0 —</u>

TOTAL OPERATIONS REVENUE



"It gives me great pleasure to extend my warmest congratulations to you as you celebrate the completion of Phase II of the renovations of the Springfield Transit Facility. I'm confident that the improvements . . . will make it easier to maintain and even enhance the superlative service you already provide."

— Governor Michael Dukakis

CAPITAL EXPENDITURES

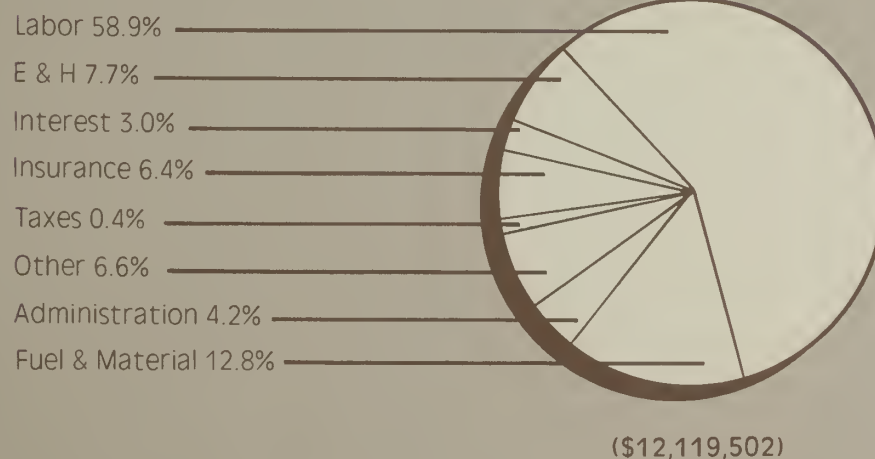
As of June 30, 1987

	Total Authorized	Total Expended	Balance
Buses	\$ 20,322,759	\$ 19,406,425	\$ 916,334
AIC Retrofits	818,000	697,361	120,639
Rebuild buses	2,510,500	1,548,347	962,153
Passenger shelters	531,125	509,626	21,499
Passenger vans	1,390,450	1,064,866	325,584
Bus stop signs	92,165	72,153	20,012
Automobile	151,871	134,039	17,832
Radio equipment	758,668	658,668	100,000
Counter	11,829	11,829	— 0 —
Parts	140,195	168,975	(28,780)
Tires	93,929	93,929	— 0 —
Planning	107,500	83,180	24,320
Information centers	177,633	119,784	57,849
Vaults and farebox	768,475	881,588	(113,113)
Equipment	778,768	427,176	351,592
Land, buildings & fixtures	10,632,571	9,252,160	1,380,411
Management information system	462,500	357,404	105,096
Contingency	104,240	— 0 —	104,240
Total	\$ 39,853,178	\$ 35,487,510	\$ 4,365,668

Funding

Federal	\$ 31,812,542	\$ 28,320,008
State	4,020,318	3,583,751
Local	4,020,318	3,583,751
	\$ 39,853,178	\$ 35,487,510

TOTAL OPERATIONS EXPENDITURES



OPERATOR SUBSIDIES

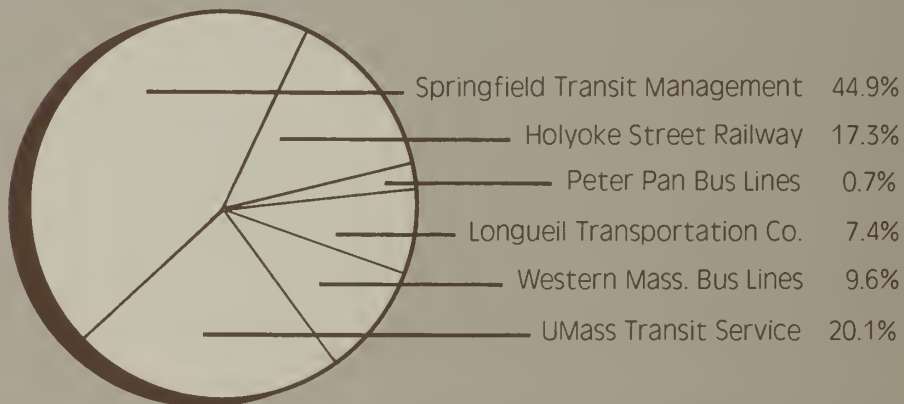
For the Year Ended June 30, 1987

	Projected Net Subsidy	Passenger Revenue	Passengers	Miles
Springfield Transit Management	\$ 3,402,192	\$ 2,246,956	6,483,733	2,034,573
Holyoke Street Railway	1,108,866	504,079	971,528	783,575
UMass Transit Service	1,057,979	— 0 —	3,057,175	910,360
Longueil Transportation Co.	569,638	199,988	618,427	336,286
Western Mass. Bus Lines	602,200	109,189	1,091,252	434,462
Peter Pan Bus Lines	34,141	28,972	77,987	32,249
Total Fixed Route	6,775,016	3,089,184	12,300,102	4,531,505
Elderly and Handicap	840,073	88,877	322,384	820,658
Total	\$7,615,089	\$3,178,061	12,622,486	5,352,163

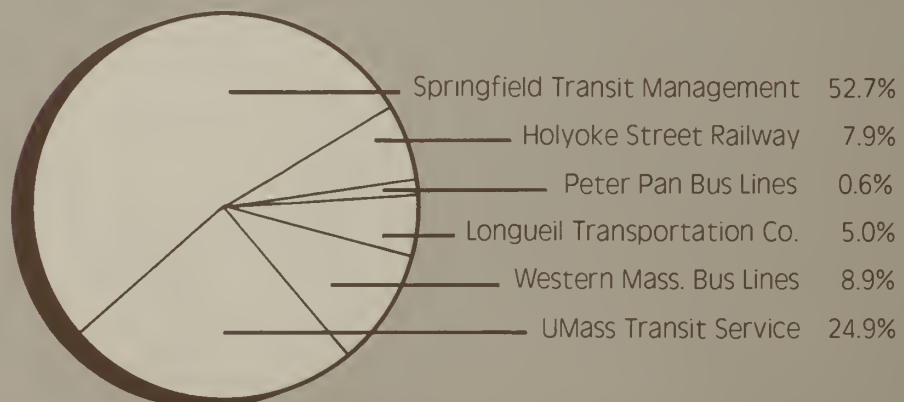
Passengers per Mile

3.19 Springfield Transit Management, Inc.	1.84 Longueil Transportation Co.
1.23 Holyoke Street Railway Co.	2.51 Western Mass Bus Lines
3.36 UMass Transit Service	2.42 Peter Pan Bus Lines

PERCENTAGE OF FIXED ROUTE SERVICE BY OPERATOR



PERCENTAGE OF FIXED ROUTE PASSENGERS CARRIED BY OPERATOR





***Pioneer Valley Transit Authority
1365 Main Street
Springfield, Massachusetts 01103
(413) 732-6248***

1988
PVTAL: 10
4/4/88

1988

PVTA

ANNUAL REPORT



THE PIONEER VALLEY TRANSIT AUTHORITY

PVTA ANNUAL REPORT 1988

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LETTER FROM THE CHAIRMAN



The Pioneer Valley Transit Authority continues to meet the challenges of the 1980's, but we look ahead with ever increasing concern to the next decade.

It is the intention of the PVTa Advisory Board that the Authority continue to provide a high level of fixed-route and paratransit service, despite diminishing federal subsidies. Fares have remained stable for the past seven years, and there's been no increase in local

assessments for five years. But as cutbacks on the federal level continue, that balance becomes increasingly difficult to maintain.

We can look back on significant achievements during FY '87. They include the purchase of nine 1973 GMC busses to be rehabilitated, continued work on refurbishing 125 GMC RTS busses, the opening of a new day care center at the Northampton bus facility, publication of a Special Services Directory to aid senior citizens and the handicapped, and the purchase of an historic building in Springfield which will be renovated and become the Authority's new headquarters.

We will continue to move ahead during FY '89, but it is time to look even further forward. Through the "Transit 1990" project of the PVTa and the Pioneer Valley Planning Commission, we will study the evolving transit needs of the region's citizens. Armed with that knowledge, we can fashion a comprehensive strategy to provide innovative, quality service over the next decade and well into the 21st century.

Peter B. Klejna, Chairman

LETTER FROM THE ADMINISTRATOR



The years ahead look to be years of excitement and of terror. Our society is finally becoming aware that where we live needs to be taken care of. Yet we've seen barges roving the seas filled with garbage, with no place to land. Medical waste washing up on summer beaches. Acid rain . . . smog . . . brownouts . . . the greenhouse effect. All of these problems should tell us we need to alter the way we use . . . and use up . . . our environment.

Two changes that will have a major environmental impact are cleaner production of power and less use of the gasoline engine. These changes will increase the use of efficient mass transit. The 1990's should see a return to public transit and to the denser areas served by it. We in the Pioneer Valley look forward to increased ridership and more service to the heavily-populated areas.

The terror we face is the rocky road we must travel to reach the point where the populace truly understands the importance of mass transit, uses it and supports it. With the continued decline of federal support and increased demands for state and local money, the next few years represent a significant challenge.

PVTA is embarking on a "Transit 1990" project to look ahead to the next decade. This planning document will go a long way in assisting the Advisory Board and PVTA staff to reach the exciting 90's, and to be in a position to provide first-class quality service to an ever-expanding ridership.

A handwritten signature in cursive script that reads "Robert D. Manz".

Robert D. Manz, Administrator

STAFF MEMBERS



Barbara Pohl
Clerk of the Advisory
Board and Executive
Secretary



Cynthia D. Landers
Financial Officer



Mary Commisso
Office Manager and
Information Supervisor



Marlene Connor
Director of Programs
and Planning



Patricia O'L. Robitaille
Assistant Financial



Tracey L. Thompson
Director of Marketing
and Public Relations



Carolyn Hart
Accountant



Jo-Anne Walsh
Special Services
Coordinator

MAKING THE SYSTEM RUN SMOOTHLY

From an operational standpoint, PVTA continues to move ahead. Rehabilitation work was begun in July on 1978 GMC RTS busses. A total of one hundred twenty-five of the RTS vehicles will be rebuilt. PVTA also purchased thirteen 30' transit busses which will be completely refurbished by the maintenance team. Five of the 3302A GMC 1973 busses were bought from Pinellas Sun Coast Transit Authority in Florida, and four busses of the same make and year were purchased from the city of Long Beach, New York. The remainder came from the Brockton Transit Authority and from UMass Transit Service.

Springfield Transit Management took over the former Holyoke Street Railway Company contract in July. The move is expected to save money in the long run by eliminating overhead and management costs at the Holyoke garage. The takeover plan included a promise from STM that all Holyoke Street Railway drivers who applied would be given jobs. HSRC shut its doors July 1st, after providing service to the city of Holyoke for 103 years.

IT'S A NEW BEGINNING
FOR US, AND IT WILL
SERVE TO SOLIDIFY OUR
RELATIONSHIP WITH PVTA.

Ann Kos, Transportation Director for the Valley Opportunity Council in Chicopee, on receiving a new PVTA lift-equipped van.



PVTA Administrator Robert D. Manz (far right) and Northampton Mayor David B. Musante (2nd from right) speak at opening ceremonies for the day care center in the Northampton bus facility.

September saw the opening of a day care center at the new bus facility in Northampton. It's the first day care center in the nation to be located in a transit facility. The center is operated by the Hampshire Regional YMCA. Work continued, meanwhile, on another major construction project. The majority of work has been completed on the expansion of the UMass Transit Service garage, and the remainder is due to be finished during the fall of 1988.



One of the 1978 GMC RTS 35-foot busses rebuilt by PVTA.



PVTA Administrator Robert D. Manz and Springfield Parking Authority Executive Director Allan Andrews team up to persuade motorists to "park 'n ride!"

PVTA CONTINUES TO EXPAND SERVICE TO THE CITY'S PARK'N RIDE LOTS, TO GIVE DOWNTOWN EMPLOYEES AN ALTERNATIVE TO PARKING IN HIGHER COST CORE PARKING AREAS.

Administrator Robert D. Manz.

PVTA busses received a bright new look in the spring. Ninety percent of the fleet has been outfitted with Luminator electronic destination signs. The Authority purchased 145 of the signs at a cost of approximately \$3,000 apiece. The signs feature larger characters made up of fluorescent dots that can easily be read from twenty feet away. The Luminators should make it easier for all passengers to spot their bus, and it will be especially helpful for the elderly and visually-impaired. The new signs are also computerized, which means drivers will no longer have to leave their seats to reset destination signs.

PVTA implemented a number of service improvements throughout the year. December saw the start of new trial service to Monarch West in Holyoke and increased service to the Colonial Estates apartment complex in Springfield. In January, two routes serving Northampton, Easthampton and Holyoke Community College were combined, resulting in improved service to the college and more efficient service to Easthampton. Route 704/705 in Agawam was extended in February to provide service to the Heritage Hall nursing home. The state Division of Employment Security had requested the extension after placing many clients in jobs at the nursing home. And new trial service on Route 502, serving Eastfield Mall via Boston Road, was put into effect in June.

AVOID THE FUSS, TAKE THE BUS

Convenience has always been one of the main selling points for bus ridership. In Springfield, the parking crunch of FY '88 helped drive the point home.

PVTA teamed up with the Springfield Parking Authority in July, in an effort to persuade motorists to leave their cars at the city's park-and-ride lots and take the bus downtown. Some of the smaller satellite parking areas met with mixed success, but bus service continues to be well-utilized at the two largest lots, the Ten Centre at Main & Emery and Liberty Street parking. Another step was taken in September with a new policy on transfer slips. Commuters who wish to walk to their jobs in the morning may do so, and still ride back to the Ten Centre or Liberty lots in the afternoon for only a dime. No transfer slip is required on either bus.

PVTA also works closely with other agencies when special events are being held. When President Reagan spoke at a World Affairs Council luncheon in Springfield in April, PVTA worked with the Parking Authority to alleviate potential traffic jams downtown. And PVTA provided special shuttle buses to Springfield's hot-air balloon festival and pancake breakfast in May, at the request of the Mayor's Office for Community Affairs. The biggest special event of the year is the Eastern States Exposition in West Springfield. PVTA again provided shuttle busses to the Big E from downtown Springfield. Ridership has declined on the shuttle in recent years, but increased marketing efforts are expected to boost the numbers in FY '89.

EDUCATING FUTURE TRANSIT USERS

PVTA reaches out in many ways to the cities and towns it serves, providing much more than transportation. The Authority is often called on to offer basic education to those who have never ridden a PVTA bus. Some of the outreach efforts of FY '88 included: information booths at Holyoke Community College and Springfield Technical Community College, career days at Van Sickel and Kennedy junior high schools in Springfield, orientation sessions for new nurses from the Philippines at Baystate Medical Center, and New Citizens night at the New North school in Springfield. PVTA staffers spoke before the Springfield Rotary Club and participated in a wide range of community forums, including the regional hearing for Lieutenant Governor Evelyn Murphy's statewide "Blueprint 2,000."



A woman gets directions from a PVTA Supervisor during Springfield's Hot Air Balloon festival and annual Pancake Breakfast.



Court Square in downtown Springfield was jammed during President Reagan's visit in April, but those who used the free PVTA shuttle avoided the traffic.

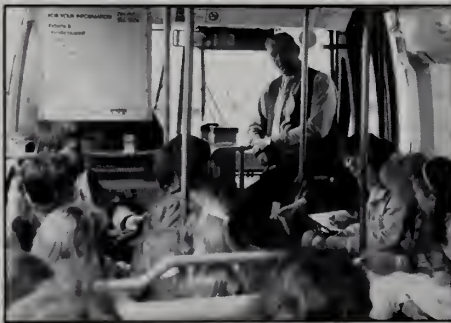


STM General Manager Peter Hefler tells a student at a Springfield junior high school about careers in public transit.





PVTA Information Supervisor Mary Commisso (left) explains how the system works to new nursing recruits from the Philippines at Baystate Medical Center.



STM Director of Operations James Wilcox talks to fourth graders from Chicopee's Chapin School, as they wait on the bus for a ride through the bus-wash.

Perhaps the most important education efforts are aimed at tomorrow's bus riders. PVTA took another big "STEP" in this direction with the second successful year of the School Transit Education Program. Thirteen classes of fourth graders from Chicopee elementary schools took part. STEP includes three basic components: an information session in the classroom, instruction and a ride on a PVTA bus, and a tour of the bus garage. Three classes of fifth graders from East Longmeadow also joined the STEP program this year, and plans call for the program to be further expanded in FY '89.

Another project involving young people took a creative and colorful turn as PVTA worked with the Donahue Elementary School in Holyoke to put kids' artwork on busses. Three vehicles were outfitted as "Traveling Art Galleries" and could be enjoyed by passengers and passing motorists through the late spring and summer, 1988. The project was a successful cooperative venture that showcased some of the excellent work being done in local public schools.



Fourth graders at Holyoke's Donahue School pose in front of their creation, featured on the "Traveling Art Gallery" bus.

A SPECIAL SALUTE TO TEAMWORK...

It takes effort and cooperation to make public transit run smoothly, and PVTa joined in a nationwide salute to the men and women who make it work on May 18, 1988. The theme of National Transit Appreciation Day was "Hats Off to America's Transit Team!" The day was sponsored by the American Passenger Transit Association, with support from the U.S. Conference of Mayors and the National League of Cities. Months of planning and preparation paid off, culminating in a day-long series of activities that were both informative and fun.

PVTa set up an information booth and held a news conference in downtown Springfield at a site festively decorated with banners, balloons and a bus! Many invited dignitaries attended. They included state and federal transportation officials, representatives for Congressmen Edward Boland and Silvio Conte, and the mayors of Springfield, Chicopee, Holyoke, Northampton and Westfield. They all spoke strongly in support of public transit, and special proclamations were read from the mayors and from Governor Michael Dukakis.



Springfield Mayor Richard E. Neal, displaying a "Hats Off to PVTa SuperDrivers" button, praises public transit employees for the outstanding job they do every day.



One of the many colorful murals created by students for Transit Appreciation Day.



PVTa Advisory Board Chairman Peter B. Klejna greets the large crowd on hand for the Transit Appreciation Day ceremony. Visible on the stage behind Klejna are Northampton Mayor David B. Musante and Westfield Mayor George Varelas.



The student artists at Transit Appreciation Day proudly display their Super Rider tee-shirts.



One of the Rodeo's toughest obstacles, these barrels get closer together down the line, leaving the driver only inches of clearance.

The bus that provided a backdrop for the news conference had been decorated, inside and out, with artwork created by youngsters at seven schools in five PVTA communities. All 180 student artists attended the news conference and received a "Hats Off!" salute for their work.

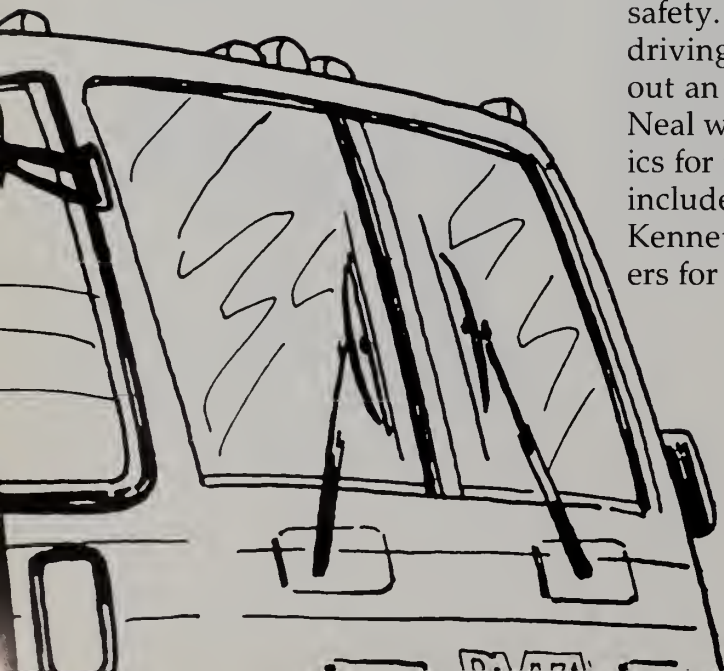
Administrator Robert D. Manz used the occasion to hand out several trophies and awards, bringing extra public recognition to the winners of PVTA contests. Reaction to the entire day was extremely positive, and a similar celebration will be planned for 1989.

... AND HATS OFF TO THE REGION'S BEST DRIVERS!

PVTA

drivers are special people — they *have* to be! During FY '88, they rolled up more than five million miles on roads that range from multi-lane highways to winding, narrow side streets. More important, our drivers carried more than 12 million passengers, averaging about 50,000 per day, with virtually no major accidents. They exemplify safe driving at its best. PVTA drivers are also called upon to be cheerful in the worst of weather, patient under the most aggravating conditions, knowledgeable about everything and friendly to every person who boards their bus. The Authority salutes the men and women who perform this extremely difficult job.

The seventh annual PVTA Safety Awards breakfast was held in March, honoring 99 drivers and 14 mechanics from the four PVTA carriers. Safety Coordinator William McCullough said, "All together, they have compiled 938 years of safety. The drivers had a total of 819 years of accident-free driving, while the mechanics put together 119 years without an industrial accident." Springfield Mayor Richard E. Neal was guest speaker, praising the drivers and mechanics for the important service they provide. Those honored included three drivers with 20 years or more of safety: Kenneth Chapin, Truman Easton and John Lewis, all drivers for Springfield Transit Management.



The drivers had a chance to test their safety knowledge and skills during the 7th annual PVTA Bus Rodeo, held at the UMass/Amherst campus in May. They competed for trophies and cash prizes with a written test and a rigorous, timed obstacle course. A total of 47 drivers took part in this year's event. First place winner was Mike Hamilton of UMass Transit Service. He gets a chance to compete at the International Bus Rodeo in Montreal in October, 1988. Second place went to Bruce Allen of Western Mass Bus Lines; Truman Easton and Lenny Houle of STM finished third and fourth, respectively; and Glen Lyford of UMass came in fifth.

The Rodeo has been quite successful every year, so the first statewide Rodeo was held in Worcester in October, 1987. The event was organized by PVTA staffers and sponsored by the Massachusetts Association of Regional Transit Authorities (MARTA). STM driver Ramon Castro, the 1985 PVTA Rodeo winner, placed second in the statewide competition.

PVTA drivers face their toughest critics, the bus-riding public, every single day. For the second time, the Authority ran a contest asking those riders to tell us who is the best driver of all. Nearly a hundred letters were received, nominating dozens of drivers — some of them many times! This year's winner was William Bousquet, a driver for STM. He was nominated by Springfield Day Nursery teachers Karen Brengi and Minie Liberty and their class of youngsters. They wrote, "Children have an instinctive feel of whether or not an adult is sincere and trustworthy. We in Room One choose Billy Bousquet as Bus Driver of the Year." The contest was a success and will be repeated in FY '89.



1988 first-place winner Mike Hamilton of UMass Transit receives his trophy during Transit Appreciation Day ceremonies.



STM driver Lenny Houle gets first shot at the course (he placed fourth).



PVTA Administrator Robert D. Manz presents an award to teachers Karen Brengi and Minie Liberty, who nominated the 1988 "Rider's Choice" Driver of the Year."





It's all in the book! Attending a news conference to unveil PVTA's Special Services Directory are, from left, Director of Programs and Planning Marlene Connor; Alice Levensen, Director of the Mayor's Office for Handicapped Affairs in Springfield; PVTA Administrator Robert D. Manz; PVTA Special Services Coordinator Jo-Anne Walsh; and Teresa Passineau, President of Longmeadow Transportation, Inc.



PVTA Director of Programs and Planning Marlene Connor and Administrator Robert D. Manz (on right) present a new lift-equipped van to Ludlow. Ludlow Advisory Board representative Julia Chmura is at far left.



Millie Cygan, Director of the Ware Council on Aging (left) accepts the "key" to a new van from PVTA Administrator Robert D. Manz and Director of Programs and Planning Marlene Connor.

REACHING OUT A HELPING HAND

PVTA believes in the necessity of going above and beyond the call of duty when it comes to providing special transportation services. This commitment turned to action on a number of fronts in FY '88, resulting in expanded, improved service for senior citizens and the handicapped.

Special Services Coordinator Jo-Anne Walsh, hired early in 1987 under a state grant, turned her attention first to existing problems of service gaps and duplication of effort. The needs of many people were "falling through the cracks" because there was no single information resource for them. Walsh compiled the PVTA Special Services Directory, listing all transportation for the elderly and disabled in the 23-community PVTA service area. In January, 1988 the directory was published and distributed through the local Sunday newspaper and made available through the PVTA office. Administrator Robert D. Manz observed, "This is important because it's the first step in a program to truly serve the needs of people who cannot avail themselves of bus transit."

Another major step was taken in February when PVTA announced that agencies in three communities were extending their van operation hours. The longer hours, during the evening and on Saturdays, went into effect in Holyoke, Chicopee and Agawam. It means more mobility for seniors and the disabled, and more freedom in arranging doctor appointments, shopping trips and recreational outings.

PVTA greatly expanded its fleet of wheelchair lift-equipped vans during FY '88. Eighteen new vehicles were purchased and awarded to Springfield, Chicopee, Agawam, Ludlow, Granby, Ware and Belchertown. PVTA Director of Programs and Planning Marlene Connor says the twenty-percent increase is the result of careful planning and looking ahead. "We've known for years that there's been an increasing need for special transportation services," she says, "not only among traditional elderly and disabled client populations, but also from human service agencies. Now we're taking a positive, leading role to meet those needs."

Special Services Coordinator Walsh continues to explore ideas for making the entire system function better. Important inroads have been made toward coordinating PVTA's paratransit programs with those run by human service agencies, and Walsh says FY '89 will see a continuation of that approach. A trial Coordinated Services program involving Holyoke, Chicopee and South Hadley has succeeded in matching up special transportation providers and human service agencies with special transportation needs. Walsh says, "It supplements existing services, filling in the gaps in both Dial-A-Ride and the other Subscription Service programs." She believes this type of effort will help PVTA maintain its paratransit operations in the face of continuing federal budget cuts. The Authority carried more than 322,000 passengers on its special services fleet in FY '88, and the trend is clearly toward continuing improvements in this field.

IN THE LONG TERM,
THIS INFORMATION WILL
LAY THE GROUNDWORK
FOR AN IMPROVED
TRANSPORTATION
NETWORK FOR
DISABLED PEOPLE.

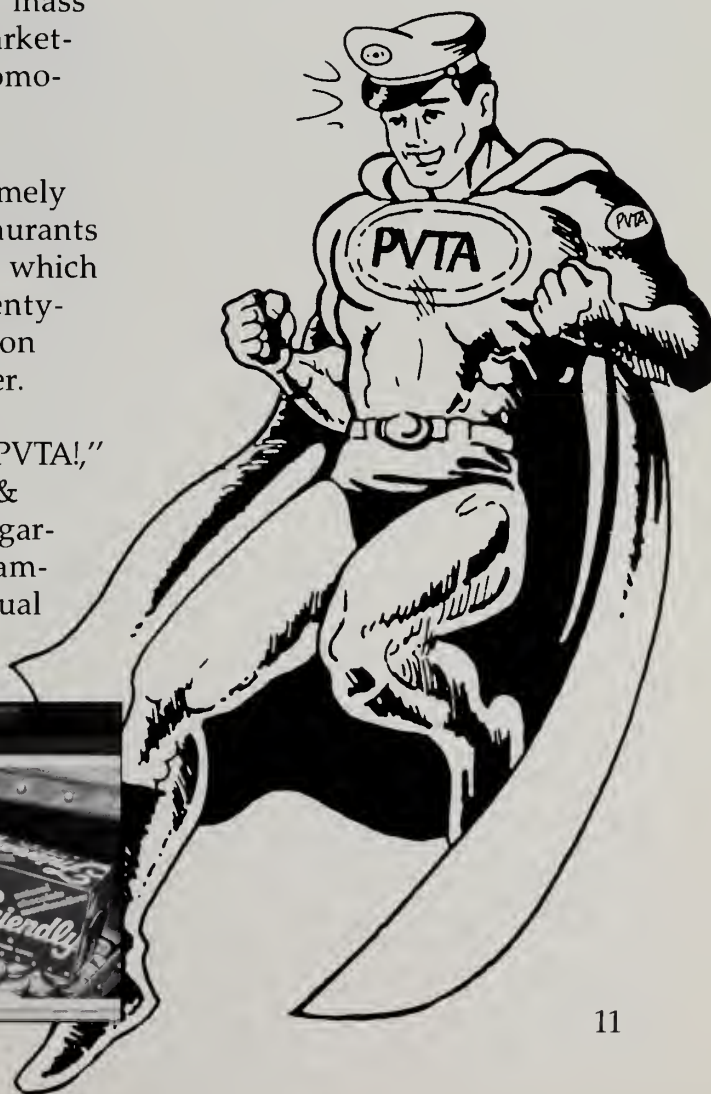
Alice Levenson, Director of the Mayor's
Office for Handicapped Affairs in Springfield,
on the PVTA Special Services Directory.

SELLING A QUALITY PRODUCT

In the face of ever-shrinking federal support for mass transit, efforts to increase ridership through marketing, advertising, public relations and special promotions take on greater importance.

PVTA started FY '88 on the right foot, with an extremely successful summer token promotion. Friendly Restaurants provided gift certificates for free ice cream products which were given away with the sale of token ten and twenty-packs. Token sales during the period of the promotion increased 173% over the same period one year earlier.

Advertising used the theme, "Join the Riders of the PVTA!," developed by the Authority's ad agency, Perreault & Tompkins. The theme proved to be a big winner. It garnered four awards, including first place for a local campaign, at the Western Massachusetts Ad Club's annual Merit Awards presentation.



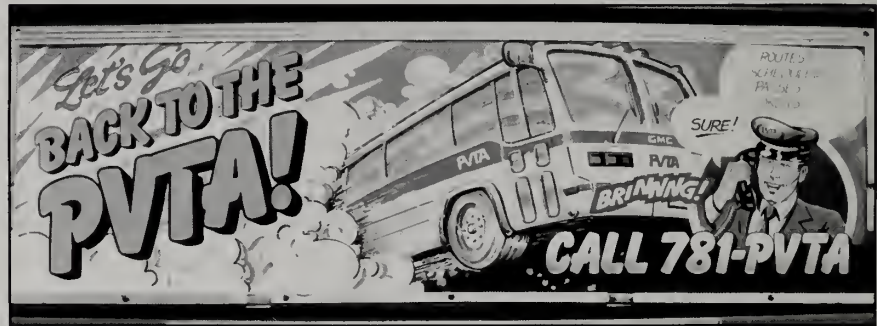


STM driver Paul Rheume was a popular figure on the bus at Christmas time.

"I GET AS MUCH
ENJOYMENT OUT OF
IT AS THE PEOPLE
GETTING ON THE BUS."

PVTA riders who live or work in the Holyoke service area suffered a brief lapse in service at the beginning of July, between the time Holyoke Street Railway ceased operations and Springfield Transit Management took over the HSR routes. The Authority offered all those who had purchased monthly July passes a chance to buy August passes for half-price, demonstrating good faith and helping to boost summer pass sales at the same time.

September always brings the Big E to western Massachusetts, and PVTA again provided special bus shuttle service from downtown Springfield to the fairgrounds. In December, PVTA provided Sunday service for the seventh year, giving Christmas shoppers easy access to downtown Springfield stores, as well as several area malls and shopping centers. Two STM drivers played Santa Claus on Springfield and Holyoke routes, and passengers who boarded Santa's bus rode for free. The promotion received media coverage from newspapers, radio and TV and was enjoyed by all.



Spring of 1988 brought the kickoff of a new advertising campaign with the theme, "Let's Go Back to the PVT!" The campaign aims to improve public perception of bus transit, while reminding people of the comfort, economy and reliability provided by PVTA. It is colorful, attention-getting, versatile and fun and promises to serve the Authority well in the months to come.

WHERE WILL WE BE TOMORROW?



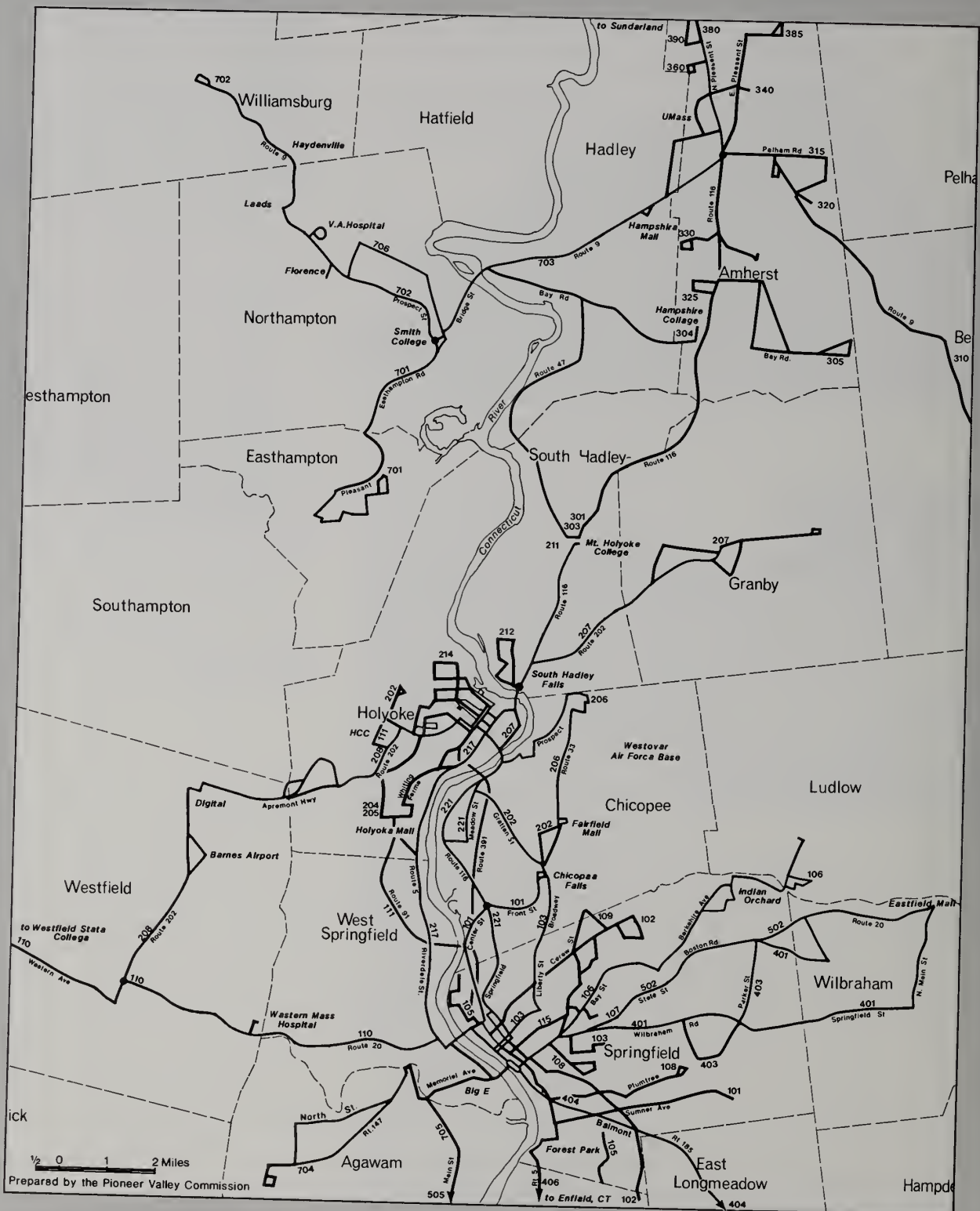
This historic former firehouse on North Main Street in Springfield will be renovated and become PVTA's new headquarters in 1990.

PVTA has a keen interest not only in its own future but in the outlook for other public transportation facilities in the area as well. One such facility is Union Station in Springfield. The Authority has formed a special subcommittee to look at redevelopment of the Union Station property, in conjunction with the city of Springfield and Springfield Central, Inc. In January, the consulting firm of Sverdrup Corp. was hired to do a feasibility study on possible future re-uses. That study has been completed, and the committee is continuing its work.

The PVTA administrative staff will be moving to new quarters sometime in 1990. The Authority has purchased an historic firehouse from the city of Springfield for \$110,000. The two-story brick building, located next to the PVTA transit facility, will be redesigned and renovated. The exterior appearance of the structure will be maintained. Meyer & Meyer, Inc. has been hired to do the design work. Plans call for the Authority's van operations to be moved onto the first floor, and the second floor will become PVTA's new offices. Administrator Robert D. Manz is pleased with the acquisition. He says, "This will mean consolidation of the Springfield metropolitan-area special services, and provide a first-class headquarters building for the Authority." PVTA has rented space at the Marketplace on Main Street in downtown Springfield since 1980. The Information Center will maintain a downtown location for the convenience of customers who come in to purchase tokens and monthly bus passes, as well as to pick up schedules and other materials.

WE WANT TO MAKE THE VAN HOURS MORE COMPARABLE TO FIXED-ROUTE BUS LINES, TO INCREASE THE MOBILITY OF PEOPLE WITH DISABILITIES AND SENIOR CITIZENS. THIS ALLOWS THEM MORE FREEDOM IN ARRANGING DOCTOR APPOINTMENTS, SHOPPING EXCURSIONS AND OTHER TRIPS.

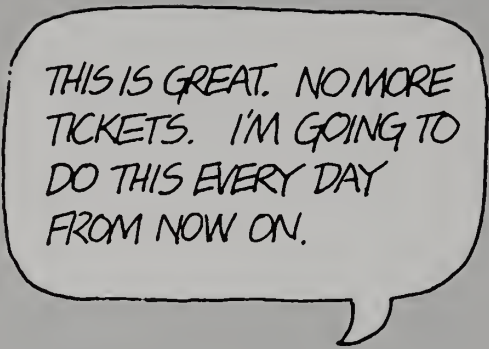
PVTA Director of Programs and Planning
Marlene Connor.



PVTA ADVISORY BOARD As of June 30, 1988

Member	Designee	Member	Designee
AGAWAM Reid Charles, Town Manager	Richard Theroux, Town Clerk	LUDLOW John B. Randall, Chairman, Board of Selectmen	Christine H. Chmura, Executive Secretary
AMHERST Richard H. Minear, Chairman, Board of Selectmen	John Clobridge, Council on Aging	NORTHAMPTON David B. Musante, Jr., Mayor	Ann Dunphy
BELCHERTOWN Kenneth W. Rhodes, Chairman, Board of Selectmen	Shirley Dorey	PELHAM Norman L. Page, Chairman, Board of Selectmen	Clarice Brows Thorp
CHICOPEE Joseph J. Chessey, Jr., Mayor	Richard A. Reidy, Civil Defense Director	SOUTH HADLEY Joseph W. Long, Chairman, Board of Selectmen	Allen W. Henry
EASTHAMPTON Donald Polonis, Chairman, Board of Selectmen	Edward Lenkowski	SPRINGFIELD Richard E. Neal, Mayor	David Moriarty, Planning Director
EAST LONGMEADOW Robert F. Trinceri, Chairman, Board of Selectmen	David S. Pond	SUNDERLAND Paul Korpita, Chairman, Board of Selectmen	Kirk Whatley
GRANBY Bryan F. Hauschild, Chairman, Board of Selectmen	Cynthia R. Watson, Selectman	WARE David J. Cook, Chairman, Board of Selectmen	Gertrude T. Hamelin
HADLEY John H. Allen, Chairman, Board of Selectmen	Robert Kozash	WESTFIELD George A. Varelas, Mayor	James M. Boardman, Director of Community Development
HAMPDEN John M. Flynn, Chairman, Board of Selectmen	Richard R. Green, Selectman	WEST SPRINGFIELD Martin C. Lyons, Chairman, Board of Selectmen	Dennis J. Miles, Administrative Assistant
HOLYOKE Martin J. Dunn, Mayor	Arthur Noonan, Planning Director	WILBRAHAM Arthur F. Dionne, Chairman, Board of Selectmen	Richard Phelps
LEVERETT Robert Biagi, Chairman, Board of Selectmen		WILLIAMSBURG Steven Berrien, Chairman, Board of Selectmen	Peter B. Klejna
LONGMEADOW Richard Carey, Chairman, Board of Selectmen	Arlene Miller		

FY 1988 BUDGET



PVTA passenger Selma Bonemery, on the convenience of the new park 'n ride lots.

Account #	Title	Amount
GENERAL ADMINISTRATION		\$ 517,850
Personnel		\$ 280,600
Office & Travel		\$ 63,250
503.990	Copying & Printing	1,000
504.991	Equipment & Maintenance	3,000
504.992	Supplies	5,000
505.020	Telephone & Postage	14,000
509.011	Registration	2,000
509.012	Memberships	1,750
509.021	Travel In-State	2,000
509.022	Travel Out-Of-State	3,500
509.080	Advertising	4,000
512.120	Rent & Janitorial	27,000
Consulting & Services		\$ 174,000
503.031	Legal	13,000
503.033	Planning & Other	21,000
503.034	Marketing	140,000
DIRECT ADMINISTRATION		\$ 1,198,000
503.035	Project FARE	25,000
503.036	Audit	33,000
503.050	Shelter Maintenance	25,000
506.030	Insurance	720,000
511.010	Capital Debt Service	45,000
511.020	Interest - Temporary Borrowing	350,000
Subsidy Agreements		\$ 7,763,028
TOTAL BUDGET		\$ 9,478,878

BALANCE SHEET

As of June 30, 1988

	Authority	Capital Grants
ASSETS		
Current Assets		
Cash and short-term investments	\$ 1,348,670	— 0 —
Accounts Receivable:		
Commonwealth of Massachusetts	7,331,563	— 0 —
Urban Mass. Transit Administration	1,310,892	974,697
Other	15,052	10,000
Transportation subsidy receivable	— 0 —	— 0 —
Prepaid expense	203,308	— 0 —
Due from operating grants	— 0 —	1,224,360
Total	10,209,485	2,209,057
Property, plant & equipment — Net	— 0 —	19,171,060
Bond Cost	— 0 —	2,798
Total Assets	\$10,209,485	\$21,382,915

THE PUBLIC TRANSPORTATION IS A TREMENDOUS BOOST TO THESE PEOPLE, SO THEY'RE ABLE TO GO OUT AND TAKE THESE JOBS AND KEEP THEM.

Paul Maxwell, State Division of Employment Security, Employment Network Manager.

LIABILITIES AND EQUITY

Current Liabilities		
Accounts payable	\$ 133,324	\$ 605,957
Transportation subsidy payable	481,948	— 0 —
Bank overdraft	— 0 —	564,287
Due to capital grants	1,224,360	— 0 —
Deferred income — Commonwealth of Massachusetts	— 0 —	285,589
Revenue anticipation notes	7,500,000	— 0 —
Accrued interest	333,382	— 0 —
Accrual for accident claims	528,181	— 0 —
Accrued payroll and related withholdings	8,290	— 0 —
Payable University of Massachusetts	— 0 —	4,678
Transportation bonds	— 0 —	685,000
Total	10,209,485	2,145,511
Equity-Contributed Capital	— 0 —	19,237,404
Total Liabilities and Equity	\$10,209,485	\$21,382,915

STATEMENT OF REVENUE, EXPENDITURES, AND TRANSIT OPERATIONS

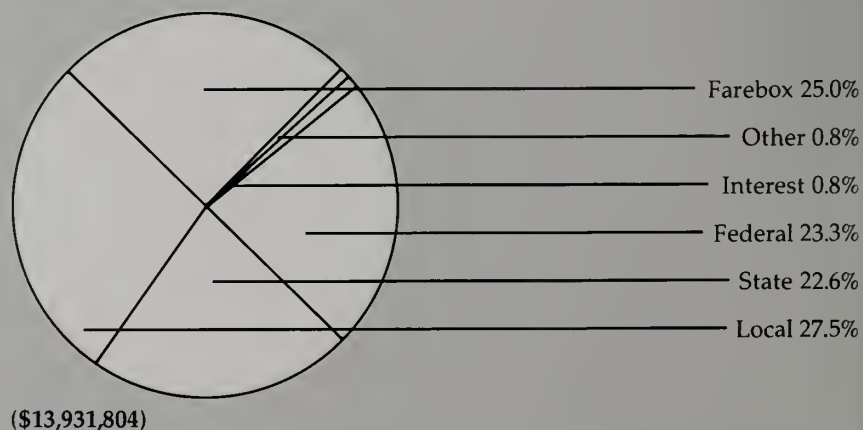
For the Year Ended June 30, 1987

THIS RESTORES MY
FAITH IN THE CITY.
I'LL BE USING THE BUS
A LOT MORE NOW.

PVTA passenger Kathryn DeFeo, on the new
Ten Centre no transfer slip policy.

	Authority Operations	Transit Operations
Revenue		
Passenger	\$ — 0 —	\$ 3,481,566
Advertising	— 0 —	73,898
Interest	117,131	— 0 —
Miscellaneous	— 0 —	35,435
Total	<u>\$ 117,131</u>	<u>\$ 3,590,899</u>
Expenditures		
Personnel	\$ 350,093	\$ 7,990,275
Professional services	321,760	101,847
Materials	18,305	1,746,985
Utilities	15,604	150,173
Insurance	20,134	945,420
Taxes	— 0 —	43,304
Elderly and handicapped services	— 0 —	1,330,393
Miscellaneous	24,871	301,667
Interest	355,255	— 0 —
Lease and rental	33,888	35,185
Compensation to carriers	— 0 —	146,645
Total	<u>\$ 1,139,910</u>	<u>\$ 12,791,894</u>
Net Cost of Service	<u>\$ (1,022,779)</u>	<u>\$ (9,200,995)</u>
Federal Assistance	3,247,586	— 0 —
State Assistance	3,150,584	— 0 —
Local Assistance	3,825,604	— 0 —
Authority Assistance	(9,200,995)	9,200,995
General Operating Fund Balance	<u>\$ — 0 —</u>	<u>\$ — 0 —</u>

Total Operating Revenue



CAPITAL EXPENDITURES

As of June 30, 1988

	Total Authorized	Total Expended	Balance
Buses	\$ 20,432,759	\$ 19,848,821	\$ 583,938
AIC Retrofits	818,000	697,361	120,639
Rebuild buses	3,089,931	1,987,695	1,102,236
Passenger shelters	731,125	554,751	176,374
Passenger vans	1,640,450	1,500,381	140,069
Bus stop signs	92,165	74,217	17,948
Automobile	151,871	155,356	(3,485)
Radio equipment	758,668	658,668	100,000
Counter	11,829	11,829	— 0 —
Parts	140,195	168,975	(28,780)
Tires	93,929	93,929	— 0 —
Planning	128,800	154,381	(25,581)
Information centers	177,633	129,482	48,151
Vaults and farebox	768,475	881,588	(113,113)
Equipment	778,768	438,814	339,954
Land, buildings & fixtures	12,062,571	11,757,446	305,125
Management information system	462,500	365,714	96,786
Contingency	104,240	— 0 —	104,240
Total	\$ 42,443,909	\$ 39,479,408	\$ 2,964,501

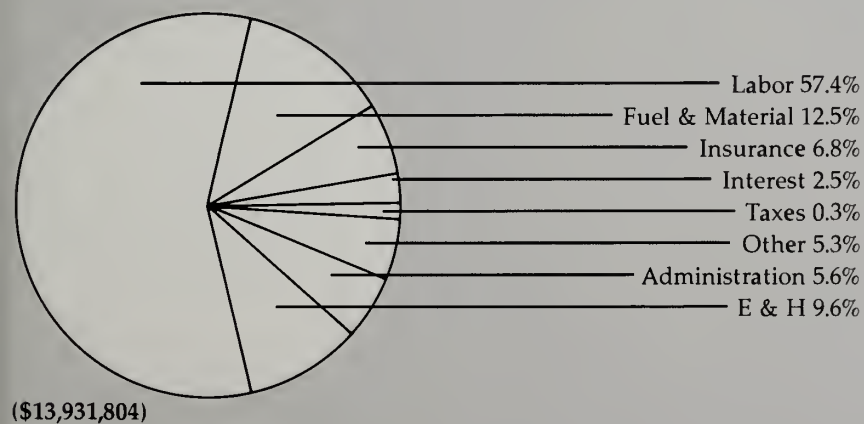
Funding

Federal	\$ 33,850,127	\$ 31,404,112
State	4,296,891	4,037,648
Local	4,296,891	4,037,648
	\$ 42,443,909	\$ 39,479,408

I HAD A VERY NICE TIME, I LEARNED MORE THAN I EVER KNEW ABOUT BUSES. MY FAVORITE THING WAS THE MONEY BAG.

George Asselin, a fourth-grader at Chicopee's Streiber School, on his tour of the PVTA transit facility.

Total Operating Expense





*Pioneer Valley Transit Authority
1365 Main Street
Springfield, Massachusetts 01103
(413) 732-6248*

PVRTA

Pioneer Valley Transit Authority
1989 Annual Report

GOVERNMENT DOCUMENT
COLLECTION
MAY 30 1991
Jewett, Massachusetts
Depository Copy

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Letter from the Chairman



The Nineties are here, and we are ready! The Pioneer Valley Transit Authority must face the 1990's with at least the boldness of vision and action that our region faced -- indeed, led -- in the 1890's when we earned our title of "pioneer" in the development of the "horseless carriage," of the bicycle, of the streetcar, and even of the motorcycle.

Nothing less than the survival of the planet and functioning of our municipalities depends on clean, efficient, and responsive public transit for a broader spectrum of our people who work, go to school, are retired, or have special needs.

The past year gives hints of our readiness to meet the challenges ahead. In FY89 we challenged our community by initiating the 1990 study composed mostly of private citizens. PVRTA purchased the 1891 North Main St. Fire

House to preserve and convert into a 21st century office facility. We increased and improved our special service fleet by the addition of nine vans, and we completed the expansion and remodeling of UMass Transit Service Facility.

In the year ahead, we will consolidate routes, unveil a private/public plan for the future, and seek a unified system of communications and operations from our three transit facilities in Springfield, Northampton, and Amherst.

Economics, infrastructure, diffused work sites, and varied terrain make the Pioneer Valley a challenge for us in creating a unified system. But "pioneer" means always being on the cutting edge of the future, pooling our resources, and doing it together.

John P. Clobridge
John Clobridge
PVRTA Advisory Board Chairman



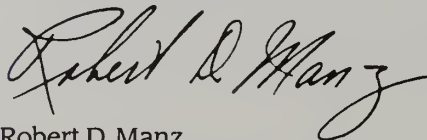
Letter from the Administrator

As we move eagerly into the 90's with an enthusiasm that is tempered by the lessons of the 80's, our society must not forget the images of this past decade: medical waste littering our shores, pollution and smog filling our skies, cars congesting our cities. We have been bombarded by the reality of our own negligence. The 90's offer hope for a renewed appreciation of our environment, a hope that is kept alive by the promise of improved legislation. By recognizing and supporting the role of mass transit in alleviating the critical problems of congestion and air quality, our society can face the next century with confidence.

Transit is under the gun to clean up its act with alternative fuels and tighter emissions control, and to ensure its employees are drug-free. We will meet these challenges and work to reduce auto emissions by miles driven by offer-

ing the option of comfortable, convenient public transit.

The next few years should bring a return to mass transportation, brought about in part by a greater concern for the environment and more regulated use of traditional methods of travel. The Pioneer Valley Transit Authority is ready to meet the challenges of the 90's head-on. The Authority will continue to provide safe, comfortable public transportation to the Pioneer Valley as it has done for more than a decade, despite declining state and federal support. We are prepared to take our riders where they want to go, throughout the 90's and into the 21st century.



Robert D. Manz
Administrator



PVTA Staff Members

// The Authority is strongly committed in the years ahead to continued improvements in the effectiveness and delivery of special transportation services. **//**

Robert D. Manz
PVTA Administrator



Mary Commisso
Information Supervisor &
Office Manager



Marlene Connor
Director of Programs
and Planning



Jennifer A. Geran
Director of Marketing
and Public Relations



Carolyn Hart
Accountant



Cynthia D. Landers
Financial Officer



Patricia O'L. Robitaille
Assistant Financial Officer/
System Administrator



Angela Thomas
Executive Secretary &
Clerk of the Advisory Board



Moving Towards The 90's

Responding to the needs of area communities has always been a top priority for PVRTA. In fiscal 1989, the Authority maintained its commitment to Pioneer Valley residents, despite impending budget shortfalls and cuts in state and federal funding. In an effort to continue providing the best and most cost-effective service, PVRTA has begun a number of initiatives aimed at evaluating and planning for the transportation needs of the Pioneer Valley in the coming decade.

The Transit 1990 Task Force, established in 1988, continues to examine the factors affecting public transit, in order to develop a plan for meeting the changing needs and circumstances of Pioneer Valley residents. A well-defined plan will help ensure that PVRTA can continue to provide efficient, high-quality, cost-effective public transit service into the 1990s. The task force is divided into four subcommittees, each focusing on key issues affecting public transportation. Comprised of representatives from PVRTA, the Pioneer Valley Planning Commission, UMass Transit Service, area councils on aging, the Springfield Chamber of Commerce, Baystate West, the Pyramid Companies, Signature Development Corp., the Kimball Corp., and the Holyoke Planning Department, these subcommittees are charged with the mission of evaluating trends and making recommendations to the Authority.

In May and June, the Authority held public hearings to gather community input on proposed fare increases and

service changes for FY90. After careful evaluation of ridership statistics, and faced with a fiscal crisis due to yearly declines in federal support for mass transit, PVRTA Administrator Robert D. Manz proposed a broad-based, five-point strategy aimed at carrying the Authority through fiscal 1989 and 1990, and softening the impact on FY91. The proposal included a combination of cost savings, service cuts, fare hikes, delays, capital improvements, and the issuance of bond anticipation notes in place of local dollar match for capital funds. Manz told the Advisory Board, "If we adopt all of these strategies, we will not only meet the deficit for FY90, but we will have some federal carryover funds to use for budget overruns in FY90 or apply to the FY91 budget."

In FY88, PVRTA continued to work toward third-party contracting, a procedure for competitively procuring service contracts in compliance with the Urban Mass Transportation Administration (UMTA) guidelines. John T. Doolittle Associates was hired this year to assist the Authority in the process of preparing the necessary bid contract documentation. In addition, Doolittle consultants were also asked to study the entire PVRTA route structure with an eye toward potential improvements in service. UMTA has encouraged transit authorities to seek competition in service and operation contracts under the premise that increasing competition will lower costs and improve service quality. UMTA officials met with the PVRTA Advisory Board in October to discuss third-party contracting.



Meeting Special Needs

Building on the foundation laid in fiscal 1988, the Authority continued its efforts at increasing its special services for the elderly and handicapped this year. Maintaining the momentum of FY88 -- which saw a 20% increase in PVRTA's special service capacity -- was not an easy task. The Authority rose to the challenge by providing several area communities with new vans for their special service transportation programs, among them the Agawam, Amherst, Belchertown, Copee, Northampton, and Springfield. For some of these communities, the new vans have allowed ex-



pansion of special transportation services by as much as 50%. "This is just part of our effort to continue to improve services for the elderly and handicapped," said PVRTA Director of Programs and Planning Marlene Connor. Connor also said that PVRTA has been working toward greatly expanding its service to human service agencies with the large fleet. "(In the past), we had a contract with the State Department of Mental Retardation using six vans. As of the start of fiscal 1989, we were using 14 vans to transport DMR clients," explained Connor. The Authority's strong commitment to providing convenient and comfortable transportation for the

elderly and handicapped is reflected in the ridership figures for this year -- E & H ridership was up 88,000 passengers from 1988.

In addition, PVRTA worked with the Pioneer Valley Planning Commission this year to evaluate the special transportation needs of area disabled people. The Authority and the Planning Commission conducted a survey aimed at pinpointing locations where disabled people live. The survey will provide information on which the Planning Commission will base recommendations to the Authority on how best to meet the transportation needs of disabled Pioneer Valley residents.



Tailor-Made Service

In response to a request by some Northampton residents, PVTA expanded service this year along Route 706 to include Saturdays. Route 706 services many of the city's subsidized housing developments, and it provides transportation for many who have no other way to get around. The Saturday service, which began in October, is fare-free just as it is during the week. Route 706 is subsidized by the city of Northampton for the convenience of its residents who rely on public transit.

In August, PVTA began expanded service to the Springfield/Memorial Industrial Park in response to a request by the Visiting Nurse Association for better service. Route 102 (Carew/E. Springfield/Belmont/Dwight) now enters the park to service Cottage Street. The expanded service provides efficient, economical, and reliable public transportation to employees of some of Springfield's largest companies in the park, including Steiger's, Carando, New England Telephone, Storms Forge, R.M. Sullivan Transportation, Springfield Wire, W.W. Granger, and the Visiting Nurse Association. "We're hoping to continue to provide service to the working public," says PVTA Administrator Robert Manz, "as their origins and destinations change with the urbanization of America."





Safety and Service Go Hand-in-Hand



The Pioneer Valley Transit Authority's service is only as good as the drivers who provide it. Fortunately for the Authority's 11.5 million riders, the men and women who operate PVTA's 294 vans and buses are skillful, cautious, and courteous drivers. PVTA thanks their drivers every year for their commitment to safe service at the Annual Safety Awards Brunch. This year's eighth annual brunch was held in March at the Holiday Inn in Holyoke. The Authority honored 99 drivers and mechanics with outstanding safety records. PVTA Safety Coordinator William McCullough said the drivers had contributed a total of 781 years of accident-free driving, and the mechanics added 62 years free of industrial mishaps. Guest speaker Mayor Martin Dunn of Holyoke said that public transit will play a vital role in

the future economic development of the Greater Springfield area, and he praised PVTA drivers for keeping public transit safe in the Pioneer Valley. Among those honored at the brunch were five drivers with 20 years or more of accident-free driving: Kenneth Chapin (20 years), Truman Easton (22 years), John Lewis (21 years), and Clayton Simino (20 years), all of Springfield Transit Management, and Stanley Krahala (20 years) of Longueil Transportation Incorporated.

PVTA drivers take advantage of almost any opportunity to show off their talent and skill. In October, two PVTA drivers did just that by competing against 21 other participants in this year's Second Annual MARTA Statewide Roadeo. Representing the Authority in this year's competition were Springfield Transit Management's Truman Easton and Lenny Houle. Easton edged out his 22 competitors to win first place and bring home the Roadeo Cup. PVTA will have the chance to defend its first place ranking when it hosts the next statewide competition. PVTA Director of Programs and Planning Marlene Connor says the roadeos are a great opportunity for the drivers to fine-tune their skills. "It gives them a chance to meet in a friendly, yet competitive atmosphere. They can share experiences and safe driving tips, but they're also out there to win!" Connor says.



A Public Salute to Public Transit

PVTA saluted public transit and the men and women who make it run again this year in a public celebration on Transit Appreciation Day, May 17. The day-long series of activities included a cooperative promotion with two downtown malls, an information booth, and a mid-day news conference. The ceremony, held outside Center Square mall in Springfield, was attended by several local dignitaries, including local mayors, representatives from the offices of congressmen Richard Neal and Silvio O. Conte, Advisory Board Chairman John Clobridge and UMTA Regional Administrator Richard Doyle. In addition, two classes of Chicopee fourth-graders who participated in PVTA's School Transit Education Program (STEP) were on hand to show their support for public transit. A brightly decorated PVTA bus provided the perfect backdrop for the reading of a proclamation by Governor Michael



Dukakis and for the announcement of this year's Driver of the Year winner.

PVTA Administrator Robert Manz congratulated James "Rudy" Smith of Longueil Transportation Inc., on his winning service and dedication. Nominated by Morris A. Goggins of Springfield, Rudy was awarded two tickets for a bus trip to a Boston Red Sox game, courtesy of U.S. Express. For his award-winning nomination letter, Mr. Goggins was given a one-day trip for two to Atlantic City, courtesy of Peter Pan Bus Lines.





Improved Facility Means Better Service

In February, dedication and ribbon-cutting ceremonies were held at the new UMass Transit facility, marking the completion of \$2.3 million expansion and renovation project begun in 1988. U.S. Representative Silvio O. Conte was the guest of honor and received a special tribute during the ceremony from PVT Administrator Robert Manz, PVT Advisory Board Chairman John Clobridge, UMass Director of Transportation and Parking William Barrett, and Chancellor Joseph Duffey. They thanked Conte for his help in securing federal funding for the project, and Manz called him "an avid supporter, not only of

UMass Transit, but of all public transportation."

The UMass Transit facility now has totally refurbished offices and staff facilities, an expanded dispatch and drivers' area, a much larger bus storage area, an additional maintenance bay, and twice as much fuel storage capacity as before the renovation. UMass Transit Service operates a fleet of 38 buses on thirteen routes and carries 3.4 million passengers annually in the Five College, Greater Amherst area. The system operates on a fare-free basis, funded in part by student activity fees, and is open to the public.



Stepping Towards the Future

PVTA held its third annual School Transit Education Program (STEP) in April and May this year. Eleven fourth-grade classes from several Chicopee elementary schools participated in the program.

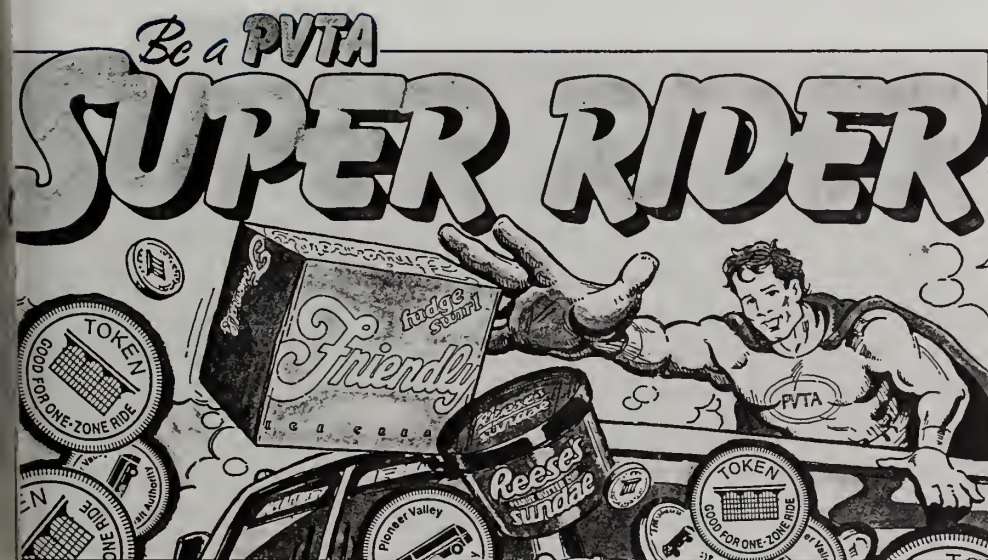
Public Relations Director Tracey Thompson and Information Supervisor Mary Commisso conducted the morning programs, which included a tour of the Springfield bus garage, and made themselves available to answer the children's questions. The program began with classroom instruction on bus fares, safety, and other information about public transit. Next, the children rode to the garage by bus for a tour featuring the money counting machine, engine repair shop, parts department, and bus storage "barn." As in past years, the highlight of this year's tour was a ride through the bus wash. The STE Program is an important part of PVTA's community relations efforts and has been a highly successful means of educating tomorrow's public transit users today.



PVTA and Friendly's Team Up

PVTA and the Friendly's Ice Cream Corporation of Wilbraham joined forces this year to promote bus tokens in a campaign that ran from late summer into early fall. This successful team effort resulted in increased bus token sales for PVTA over a ten-week period and positive publicity for Friendly's Ice Cream. For the promotion, Friendly's donated 600 gift certificates for Sundae Snack Cups and half gallons of ice cream, valued at \$1,474. Bus riders who purchased a token ten-pack received a Snack Cup gift certificate valued at \$1.29, and those

who bought token twenty-packs were given half gallon certificates worth \$3.29. The Authority included the added enticement of reduced prices for ten and twenty packs of tokens, discounting them by nearly 10%. The promotion, which was advertised on radio, in newspapers, and through interior and exterior bus advertisements, upped token sales by about 3,300, or 46.6%, over the same period in 1987. PVTA tokens are an easy, economical alternative to using exact change, says PVTA Administrator Robert Manz, and the Authority encourages riders who commute on a less-than-daily basis to use them.



A Fair Deal for PVTa Shuttle Riders



Fall is Big E time in the Pioneer Valley, and this year's Big E Shuttle service proved successful in two ways -- increased shuttle ridership and higher transit package sales. Ridership on the shuttle to the Eastern States Exposition in West Springfield had declined in 1986 and 1987 following annual increases to its all-time high of 20,379 riders in 1985. The goal for 1988 was to reverse the downward

trend in recent years. This goal was met, and the 12-day fair closed with a total shuttle ridership of 14,803 -- up by 747 riders (about 5%) from 1987. This turnaround was accomplished primarily through increased promotion of the shuttle service on the buses, in the media, and at the PVTa office. As in past years, the cost of this advertising was shared by the Big E. Sales of transit packages, which included the cost of riding the shuttle to and from the fair

and a discounted admission ticket, increased significantly this year also -- 36% from last year. The shuttle buses run from downtown Springfield to the Big E gates every 20 minutes, from early morning to late night for the duration of the 12-day event. This year, 29 extra drivers were used for the service, and they ran almost 1,100 total trips back and forth from the fair gates.



Back to Work, Back to School, Back to the PVRTA!

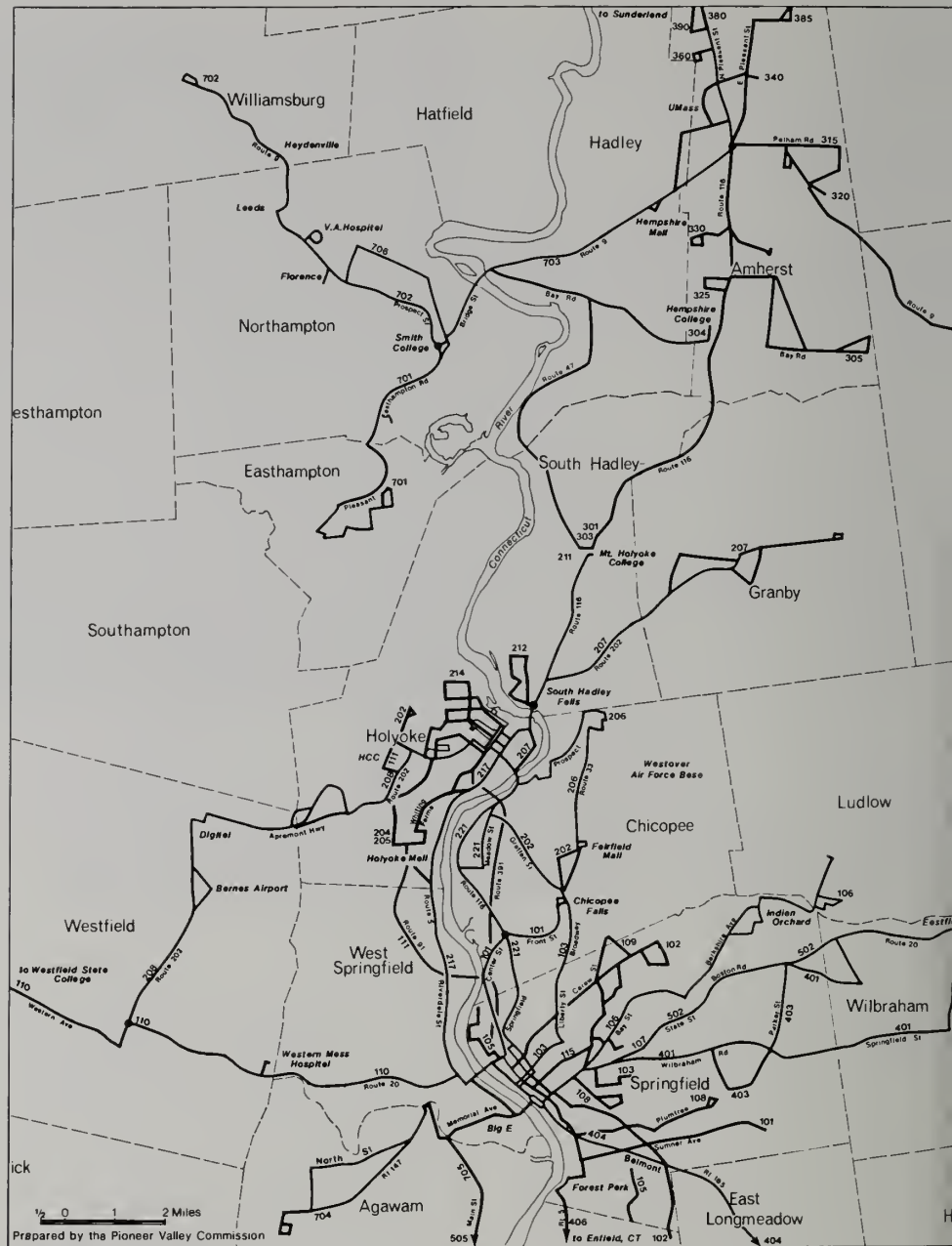


PVRTA kicked off the 1988 fall season with its first ever "Back to Work, Back to School, Back to the PVRTA!" coloring contest. This highly successful event generated entries from artists of all ages, from four to seventy-four. The contest centered around the full-page advertisement that was used to open the Authority's new advertising campaign in April of 1988. The ad, originally printed in full color, was reprinted in black and white by the Springfield Union-News, and contestants were invited to color it themselves. Entries showed a tremendous amount of talent and imagination. Several artists used metallic paint and glitter; another used real makeup for all their faces. One contestant made real cotton clouds, another put felt clothing on some of the people, and still another

installed wax paper windows on the house, car, and bus in the ad. "The entries were just terrific!" said PVRTA Marketing Director Tracey Thompson. Winners in four age groups were chosen by a panel of four judges based on neatness, originality, artistic ability, and overall impact. The eleven winners were awarded a variety of prizes, including a three-day trip for two to Washington D.C. courtesy of Peter Pan Bus Lines, an overnight stay for two at the Trump Castle Casino in Atlantic City from U.S. Express, almost \$1,000 in gift certificates from Baystate West and Center Square, and prize packs for the kids from Milton Bradley. Contest entries were displayed in Center Square during the last week in October, and a winners' celebration was held to award prizes and recognize the artists' achievements.



PVTA Service



PVTA Advisory Board

June 30, 1989

Member

AGAWAM

Inda Mundo
Temporary Town Manager
Main Street
Agawam, MA 01001
6-0400 (Town Hall)

AMHERST

Edith L. Wilkinson
Chair, Board of Selectmen
Boltwood Avenue
Amherst, MA 01002-2351
3-9707 (Town Hall)

BELCHERTOWN

Bernard R. Kubiak
Chairman, Board of Selectmen
Abish Street
Belchertown, MA 01007
3-7251 (Town Hall)

CHICOPEE

Joseph J. Chessey, Jr.
Mayor
Market Square
Chicopee, MA 01013
4-4711 (City Hall)

EASTHAMPTON

Daniel Gallagher
Chairman, Board of Selectmen
Main Street
Easthampton, MA 01027
5-0818 (Town Hall)

EAST LONGMEADOW

Stephen R. Manning
Chairman, Board of Selectmen
Center Square
East Longmeadow, MA 01028
5-5428 (Town Hall)

GRANBY

Oven P. Jacobsen
Chairman, Board of Selectmen
Se Street
Granby, MA 01033
4-7177 (Town Hall)

HADLEY

Philip S. Mokrzecki
Chairman, Board of Selectmen
Middle Street
Hadley, MA 01035
51-0221 (Town Hall)

HAMPDEN

John R. Hamner
Chairman, Board of Selectmen
Main Street
Hampden, MA 01036
54-3713 (Town Hall)

HOLYOKE

Martin J. Dunn
Mayor
City Hall
Holyoke, MA 01040
53-2170 (City Hall)

Designee

AGAWAM

Richard Theroux
Town Clerk
36 Main Street
Agawam, MA 01001
786-0400 (Town Hall)
786-2526 (Home)

AMHERST

John Clobridge
Council on Aging
70 Boltwood Walk
Amherst, MA 01002
256-4057 (Business)
586-7778 (Home)

BELCHERTOWN

Shirley Dorey
Chairman, Board of Selectmen
Belchertown, MA 01007
323-7444 (Home)

CHICOPEE

Brian Salamon
Civil Defense Director
Chicopee Public Safety Complex
82 Church Street
Chicopee, MA 01020
592-9252

EASTHAMPTON

Margherita Y. Burnett
18 Oliver Street
Easthampton, MA 01027
527-6151 (Business)
527-4021 (Home)

EAST LONGMEADOW

David S. Pond
52 Melwood Avenue
East Longmeadow, MA 01028
525-2748 (Home)

GRANBY

Cynthia R. Watson
559 Amherst Road
Granby, MA 01033
586-3600 (Business)
467-7674 (Home)

HADLEY

Robert Kozash
6 Algonquin Drive
Hadley, MA 01035
203-664-3555 (Business)

HAMPDEN

Richard R. Green
Board of Selectmen
625 Main Street
Hampden, MA 01036
566-3300 (Home)

HOLYOKE

William M. Foley
M.A.P. Director
City Hall
Holyoke, MA 01040
534-2150 (Business)

Member

LEVERETT

Robert Biagi
Chairman, Board of Selectmen
Town Hall
Leverett, MA 01054
548-9150 (Town Hall)

LONGMEADOW

Arlene Miller
Chairman, Board of Selectmen
20 Williams Street
Longmeadow, MA 01106
567-5433 (Town Hall)

LUDLOW

William R. Cabral
Chairman, Board of Selectmen
488 Chapin Street
Ludlow, MA 01056
589-7511 (Town Hall)

NORTHAMPTON

David B. Musante, Jr.
Mayor
210 Main Street
Northampton, MA 01060
586-6950 (City Hall)

PELHAM

Norman L. Page
Chairman, Board of Selectmen
351 Amherst Road RFD #2
Pelham, MA 01002
253-7129 (Town Hall)

SOUTH HADLEY

Roger R. Perreault
Chairman, Board of Selectmen
116 Main Street
South Hadley, MA 01075
538-5017 (Town Hall)

SPRINGFIELD

Vincent DiMonaco
Acting Mayor
36 Court Street
Springfield, MA 01103
787-6100 (City Hall)

SUNDERLAND

Paul Hodgkins
Chairman, Board of Selectmen
112 North Main Street
Sunderland, MA 01375-9599
665-4414 (Town Hall)

WARE

Richard L. Jordan
Chairman, Board of Selectmen
Town Hall
Ware, MA 01082
967-5289 (Town Hall)

WESTFIELD

George A. Varelas
Mayor
59 Court Street
Westfield, MA 01085
568-9181 (City Hall)

WEST SPRINGFIELD

James P. Russell
Chairman, Board of Selectmen
26 Central Street
West Springfield, MA 01089
781-7550 (Town Hall)

WILBRAHAM

John M. Lovejoy
Chairman, Board of Selectmen
240 Springfield Street
Wilbraham, MA 01095
596-8111 (Town Hall)

WILLIAMSBURG

Joseph A. Wilhelm III
Chairman, Board of Selectmen
141 Main Street
Haydenville, MA 01039
268-7301 (Town Hall)

Designee

LONGMEADOW

Arlene Miller
68 East Greenwich Street
Longmeadow, MA 01106
567-5027 (Home)

LUDLOW

Julia M. Chmura
Council on Aging
37 Chestnut Street
Ludlow, MA 01056
583-8581 (Business)
583-6623 (Home)

NORTHAMPTON

Ann L. Dunphy
69 Marian Street
Northampton, MA 01060
781-1314 Ext. 3824 (Business)
584-2525 (Home)

PELHAM

Clarice Brows Thorp
9 Harkness Road
Pelham, MA 01002
256-8019 (Home)

SOUTH HADLEY

Allen W. Henry
41 Lamb Street
South Hadley, MA 01075
532-5166 (Home)

SPRINGFIELD

Joseph Stefanowicz
Planning Department
36 Court Street
Springfield, MA 01103
787-6020 (Business)

SUNDERLAND

Marion B. Rhodes
114 North Silver Lane
Sunderland, MA 01375-9599
545-2534 (Business)
665-3517 (Home)

WARE

Gertrude T. Hamelin
P.O. Box 22
Ware, MA 01082
967-7566 (Home - Unlisted)

WESTFIELD

James M. Boardman
Director
Community Development Dept.
59 Court Street
Westfield, MA 01085
568-9181 (Business)

WEST SPRINGFIELD

Virginia Thompson
Council on Aging
128 Park Street
West Springfield, MA 01089
781-7550 (Business)
786-2644 (Home)

WILBRAHAM

Richard Phelps
12 Primrose Lane
Wilbraham, MA 01095
596-8512 (Home)

FY 1989 Budget

Account #	Title	Amount
GENERAL ADMINISTRATION		<u><u>\$ 640,624</u></u>
Personnel		\$ 390,074
Office & Travel		<u>\$ 72,250</u>
503.990	Copying & Printing	1,000
504.991	Equipment & Maintenance	3,000
504.992	Supplies	6,000
505.020	Telephone & Postage	14,000
509.011	Registration	2,000
509.012	Memberships	1,750
509.021	Travel - In State	2,000
509.022	Travel - Out of State	4,000
509.080	Advertising	6,000
512.120	Rent & Janitorial	32,500
Consulting & Services		<u>\$ 178,300</u>
503.031	Legal	13,000
503.033	Planning & Other	25,300
503.034	Marketing	140,000
DIRECT ADMINISTRATION		<u><u>\$ 1,465,000</u></u>
503.035	Project FARE	25,000
503.036	Auditing	35,000
503.050	Shelter Maintenance	25,000
506.030	Insurance	900,000
511.010	Capital Debt Service	30,000
511.020	Interest - Temporary Borrowing	450,000
Subsidy Agreements		<u><u>\$ 8,136,039</u></u>
TOTAL BUDGET		<u><u>\$ 10,241,663</u></u>

Balance Sheet

As of June 30, 1989

ASSETS

	Authority	Capital Grants
Current Assets		
Cash & Short Term Investments	\$ 1,431,209	\$ 136
Accounts Receivable:		
Commonwealth of Massachusetts	7,520,594	-0-
Urban Mass Transit Administration	1,187,823	381,881
Other	16,590	10,000
Transportation Subsidy Receivable	-0-	-0-
Prepaid Expense	18,537	-0-
Due from Operating Grants	-0-	733,556
Total	10,174,753	1,125,573
Property, Plant & Equipment - Net	3,333	16,507,277
Bond Cost	-0-	1,528
Total Assets	\$ 10,178,086	\$ 17,634,378

LIABILITIES & EQUITY

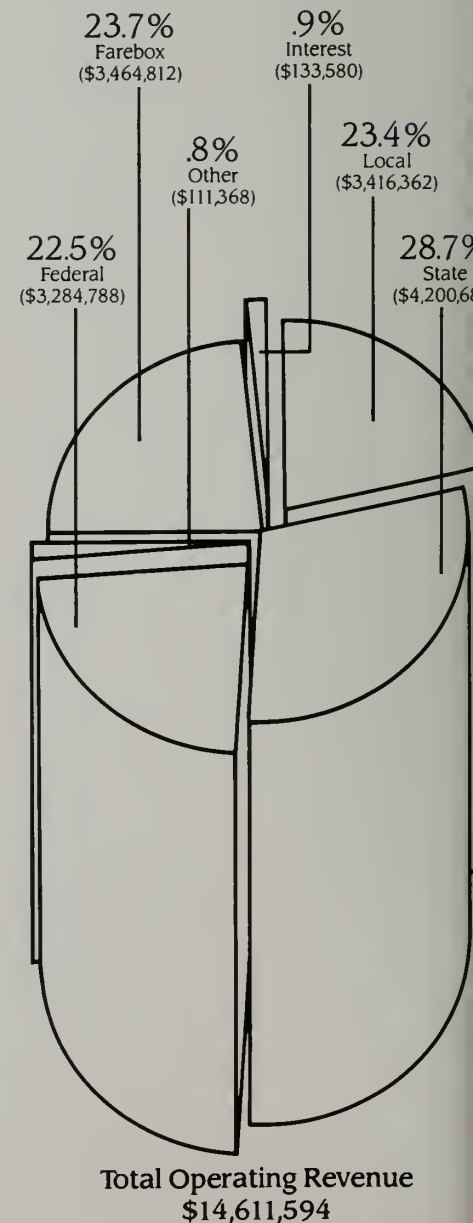
Current Liabilities

Accounts Payable	\$ 61,964	\$ 173,595
Transportation Subsidy Payable	381,270	-0-
Bank Overdraft	-0-	-0-
Due to Capital Grants	733,556	-0-
Deferred Income - Commonwealth of Massachusetts	-0-	387,574
Revenue Anticipation Notes	8,000,000	-0-
Accrued Interest	437,580	8,025
Accrual for Accident Claims	525,640	-0-
Accrued Payroll & Related Withholdings	38,076	-0-
Payable - University of Massachusetts	-0-	4,678
Transportation Bonds	-0-	450,000
Total	\$ 10,178,086	\$ 1,023,872
Equity - Contributed Capital	-0-	16,610,506
Total Liabilities & Equity	\$ 10,178,086	\$ 17,634,378

Statement of Revenue, Expenditures, and Transit Operations

For the Year Ended June 30, 1989

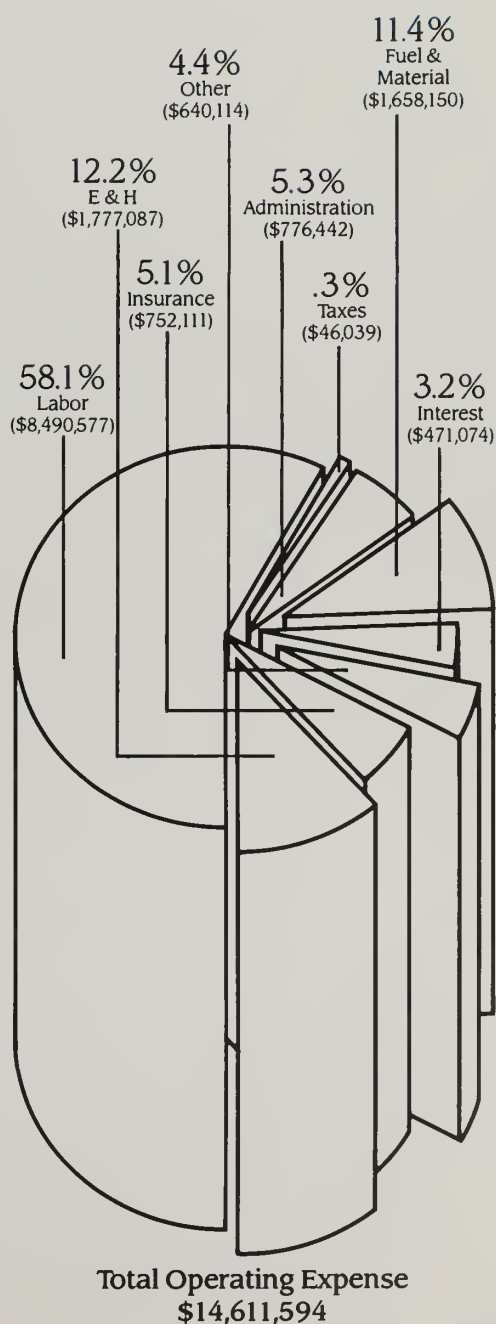
	Authority Operations	Transit Operations
Revenue		
Passenger	-0-	\$ 3,464,812
Advertising	-0-	76,368
Interest	133,580	-0-
Miscellaneous	-0-	35,000
Total	<u>\$ 133,580</u>	<u>\$ 3,576,180</u>
Expenditures		
Personnel	\$ 383,109	\$ 8,490,577
Professional Services	286,376	97,241
Materials	11,680	1,658,150
Utilities	13,749	208,833
Insurance	26,871	752,111
Taxes	-0-	46,039
Elderly & Handicapped Services	-0-	1,777,087
Miscellaneous	19,092	151,100
Interest	471,074	-0-
Lease & Rental	35,565	35,000
Compensation to Carriers	-0-	147,940
Total	<u>\$ 1,247,516</u>	<u>\$13,364,078</u>
Net Cost of Service	<u>\$ (1,113,936)</u>	<u>\$(9,787,898)</u>
Federal Assistance	3,284,788	
State Assistance	4,200,684	
Local Assistance	3,416,362	
Authority Assistance	(9,787,898)	9,787,898
General Operating Fund Balance	<u>\$ -0-</u>	<u>\$ -0-</u>



Description	Total Authorized	Total Expended	Balance
Buses	\$ 2,343,600	\$ 1,864,303	\$ 479,297
IC Retrofits	512,380	110,990	401,390
Rebuild Buses	2,127,796	1,427,295	700,501
Passenger Shelters	525,000	146,923	378,077
Passenger Vans	1,155,000	936,572	218,428
Bus Stop Signs	10,000	2,064	7,936
Support Vehicles	121,000	118,020	2,980
Radio Equipment	100,000	5,353	94,647
Counter	-0-	-0-	-0-
Arts	405,571	298,952	106,619
Tires	-0-	-0-	-0-
Planning	142,374	157,113	(14,739)
Information Centers	75,000	42,634	32,366
Mults & Fareboxes	120,000	113,113	6,887
Equipment	404,000	294,605	109,395
Land, Buildings, Fixtures	5,458,800	5,391,923	66,877
Management Information Systems	200,000	11,338	188,662
Total	\$ 13,700,521	\$ 10,921,198	\$ 2,779,323
Funding			
Federal	\$ 10,960,417	\$ 8,736,958	
State	1,370,052	1,092,120	
Local	1,370,052	1,092,120	
	\$13,700,521	\$10,921,198	

Capital Expenditures

As of June 30, 1989



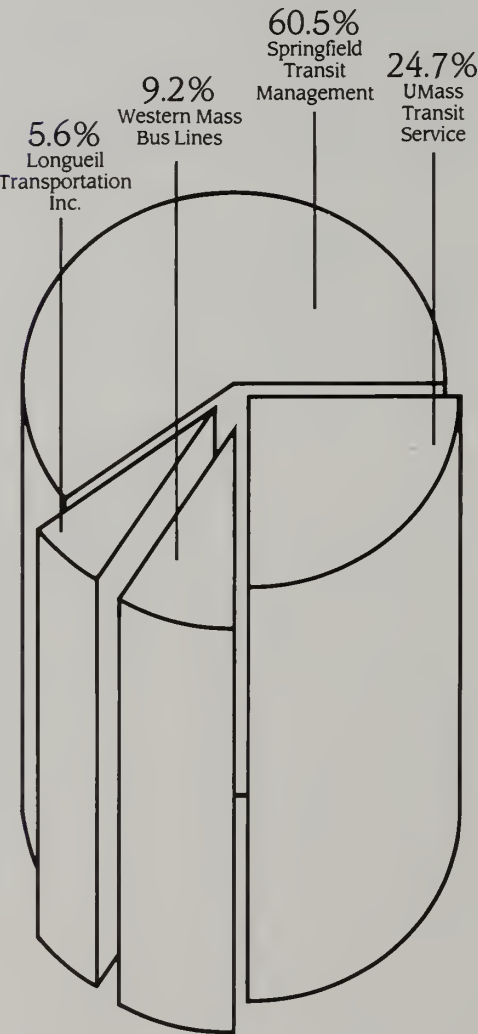
Operation Services

For the Year Ended June 30, 1989

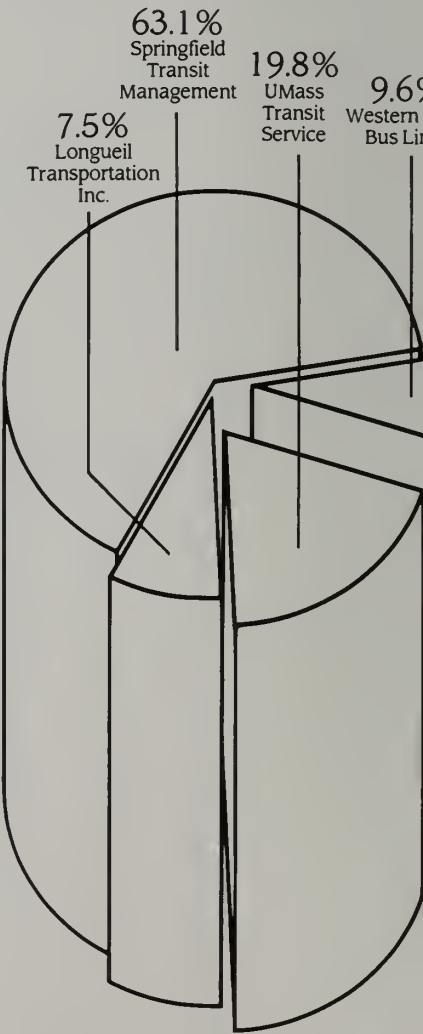
	Net Subsidy	Passenger Revenue	Passengers	Miles
Springfield Transit Management	\$ 5,476,379	\$ 2,601,580	6,702,146	2,925,453
UMass Transit Service	1,418,930	-0-	2,733,411	917,455
Longueil Transportation Inc.	598,388	220,240	625,292	348,455
Western Mass Bus Lines	969,264	105,648	1,020,455	443,455
Total Fixed Route	8,462,961	2,927,468	11,081,304	4,634,818
Elderly & Handicap	1,332,985	537,344	370,230	1,290,455
Total	\$9,795,946	\$3,464,812	11,451,534	5,925,273

Passengers Per Mile

2.29	Springfield Transit Management	2.30	Western Mass Bus Lines
2.98	UMass Transit Service		
1.79	Longueil Transportation Inc.		



Percentage of Total Fixed Route Passengers Carried by Operator



Percentage of Fixed Route Miles Served by Operator

3
7
4
4
92
7
7
X
M
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3



Pioneer Valley Transit Authority
1365 Main Street
Springfield, Massachusetts 01103
(413) 732-6248

ACME
BOOKBINDING CO., INC.

10/17/80

100 TOWN STREET
CHARLESTOWN, MASS

